26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION MARCH 11, 1957 35¢ PER COPY

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FCC renders an accounting

FIRST IN DAYTIME, TOO!

KPRC-TV	**46.8%***
Station B	**34.5%**
Station C	**18.7%**

* The January 1957 Nielsen Advance Interim Report shows the KPRC-TV share of audience nearly *as large as the other two stations combined* . . . gives KPRC-TV the top five daytime multi-weekly shows. KPRC-TV is also first in the evening.

JACK HARRIS
Vice President and General Manager

JACK McGREW
National Sales Manager

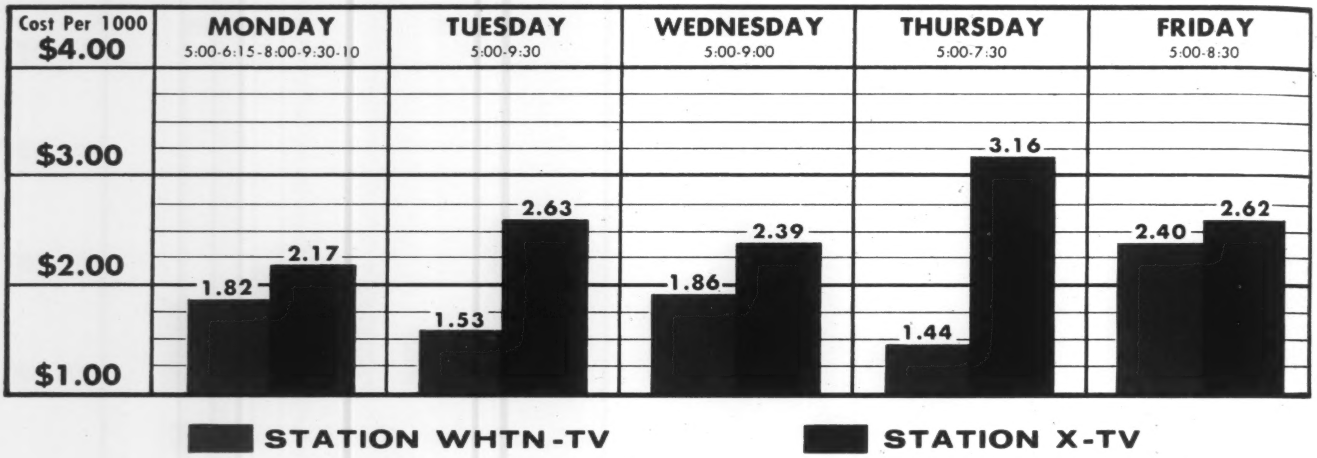
EDWARD PETRY & CO.
National Representatives

KPRC-TV
HOUSTON

in
Huntington,
W. Va.

WHTN-TV

COMPARATIVE COST SPOT TV, HUNTINGTON, WEST VIRGINIA



IT'S SMART TO BE THRIFTY

With the lowest CPM average in the area, WHTN-TV is the smart buy . . . a mighty thrifty investment. You get bigger audiences . . . more returns . . . more sales per dollar.

Every evening of the week, as indicated on the chart, you pay less and get more in Huntington.

For the Whole Story . . . ASK PETRY!

WHTN-TV

CHANNEL 13
ABC Affiliate 316,000 Watts Huntington, W. Va.

A
COWLES STATION
ROBERT R. TINCHER, GENERAL MANAGER
Represented by
Edward Petry & Co., Inc.

IOWA
Radio
Report

Another Perfect Score for KRNT Des Moines Radio

72 FIRSTS OUT OF 72

Quarter-Hours Surveyed by Pulse Monday thru Friday

★

TUNE-IN UP . . .
COST PER
THOUSAND
DOWN!

★

KRNT Leads Morning, Afternoon and Evening . . . and Has For Years and Years!

Katz Has All The Facts On The Station With The Fabulous Personalities And The Astronomical Ratings!

KRNT

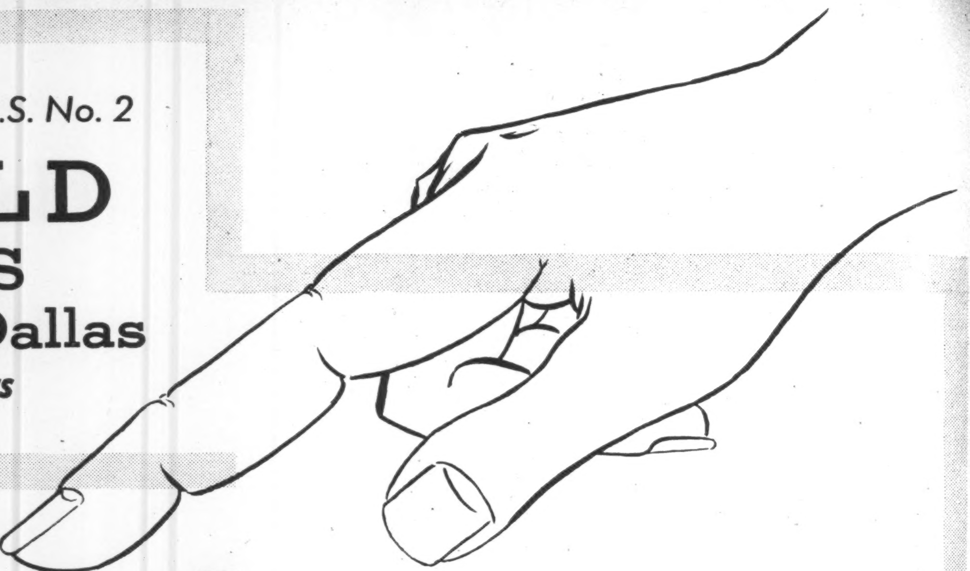
THE COWLES STATION IN DES MOINES, IOWA — C. B. S.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Based on N.C.S. No. 2

KRLD
CBS
Radio-Dallas

delivers



More Listeners More Coverage

than any other full-time station in the entire state of Texas . . .

KRLD is the Only Full-Time 50,000 Watt Station in Dallas-Ft. Worth Area

KRLD does not share time and frequency with any other station. One station—one order means greater frequency discounts—full, accurate coverage at minimum cost. KRLD is centrally located in Texas' richest and most progressive area. Few natural barriers impede its full-time 50,000 Watt signal, giving you adequate coverage of the West and Southwest at a lower cost per 1,000 listeners. For the best buy, better buy KRLD. Check with a Branham man.

More Listeners
More Coverage
Less Cost per 1,000

COMBINED MAKE

KRLD

the biggest buy
in the biggest market
in the biggest state

KRLD Radio CBS

The radio station of The Dallas Times Herald, owners and operators of KRLD-TV, telecasting with maximum power from the top of Texas' tallest tower. Herald Square, Dallas 2. The Branham Company, exclusive representatives.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

closed circuit®

FIRST TO DIE? • There's prospect that Storer will give up on uhf in Portland, Ore. Option to purchase ch. 27 KPTV (TV) Portland at value of tangibles, plus assumption of its contracts, has been acquired by George Haggarty, Detroit attorney and businessman, who has contracted to purchase ch. 12 KLOR (TV) Portland, Ore., for $2.5 million [B•T, March 4]. Mr. Haggarty would acquire NBC affiliated uhf station upon FCC approval of his KLOR transaction, turning in uhf license and placing KLOR on NBC-TV. KPTV (TV), under ownership of Empire Coil, from which Storer bought it, was first commercial uhf station in U. S.

B•T

COMPLETION of Portland transactions would mean Mr. Haggarty would acquire NBC affiliate for roughly $4 million. Supplementing $2.5 million price for KLOR (TV) would be $1,183,000 for KPTV's plant and equipment, plus assumption of contracts for film and other services. Mr. Haggarty, who has substantial income from oil operations, is newcomer to broadcast field.

B•T

BLOCK BOOKING? • Justic Dept. is looking into practice of bulk sales of feature film packages to tv outlets. One Justice aide has visited three Washington tv outlets (WTOP-TV, WMAL-TV and WTTG [TV]), was obviously interested in film contracts involving "block" purchases. Most distributors will not sell individual pictures; station owners must take whole package or nothing. This apparently raises question of conflict with 1949 Paramount consent decree which outlawed "block booking" and has resulted in individual bids for individual pictures for theatre exhibition.

B•T

CHARLOTTE's second tv station, ch. 9 WSOC-TV has new target date of April 28. To be affiliated with NBC and ABC, station has established class A rate of $900, and will be represented nationally by H-R Television Inc. and Bomar Lowrance & Assocs. (Atlanta, Dallas Charlotte). Station will be equipped for network color.

B•T

HANDS OF TIME • Though it plans to install its own men in top posts at WCTN-AM-TV Minneapolis and WFBM-AM-TV Indianapolis under proposed acquisition of Consolidated Television & Radio Broadcasters properties (see early story page 80). Time Inc. hopes to work out mutually satisfactory arrangements for continued services (in other capacities) of William F. Kiley, now general manager of WFBM-AM-TV, and Miller C. Robertson, now in that capacity at WTCN-AM-TV, and to keep other key operating executives in their present posts. At third properties being acquired from Consolidated, WOOD-AM-TV Grand Rapids, Willard Schroeder will continue as general manager. Applications for FCC approval of $15,750,000 acquisition due for filing this week, probably today (Monday).

B•T

VOICE OF FIRESTONE, *now scheduled on ABC-TV Mondays, 8:30-9:00 p.m., will move to 9:30-10:00 p.m. Mondays, leaving former spot open. ABC-TV now reportedly is negotiating with several advertisers for choice vacated spot.*

B•T

NO. 2 MAN • George M. Moore, appointed last week as special assistant to GOP's new chairman, Meade Alcorn, has FCC background. Mr. Moore, who resigned fortnight ago as Republican member of Civil Service Commission, was on FCC staff in 1936-37, having served in Accounting Dept. while going to law school at night. In 1937 he was on staff of FCC Chairman Frank R. McNinch. Mr. Moore, 43, is native of Kentucky.

B•T

THERE may be industrywide repercussions if WTVT Tampa (TV) newsman is sentenced today (Monday) in Tallahassee, Fla., city court because silent film coverage shot in courthouse corridor was not destroyed as court ordered (story page 84). After footage appeared on WTVT, court ordered newsman to appear for sentence. It's thought parent Oklahoma Publishing Co. and NARTB Freedom of Information Committee, among others, might carry appeal to higher courts if fine or jail sentence is imposed.

B•T

CLEARANCE PROBLEM • ABC-TV's offer to pick up as much as two hours of NARTB Convention in Chicago April 7-11 holds good until end of business tomorrow (Tuesday), Ollie Treyz, ABC-TV head, has notified NARTB President Hal Fellows. Deadline is essential because of clearance aspects, Mr. Treyz says, since pre-emption of commercial business is involved and since network proposes to offer pickup to other networks on pool basis and to non-ABC affiliates in markets through which its cables pass.

B•T

ABC's offer [CLOSED CIRCUIT, *March 4*] *was not premised on exclusivity, according to Mr. Treyz, but on assumption that certain convention proceedings (notably President Fellows' address) would be good public relations for broadcasting. Offer is to pick up any day of convention, beginning at 2 p.m. Chicago time, to run as long as NARTB desires up to 4 p.m., with ABC-TV (through its Chicago o&o, WBKB) to pay all costs or share them with other networks. Mr. Fellows on Friday was endeavoring to rework schedule, with prospect that offer would be accepted.*

B•T

KNOWING QUESTIONERS • Single hour session before House Interstate & Foreign Commerce Committee last Thursday made clear that number of its members are well informed on current broadcast matters, notably tv allocations. FCC Chairman George C. McConnaughey, who was only formal witness at Thursday's short session, was asked to return tomorrow (Tuesday) with full Commission and staff members after half-dozen committeemen said they would have further questions. Outlook was for "several" hearing days, probably to be sandwiched between sessions before Senate Committee, which held its opening hearing for year last Tuesday (story page 58).

B•T

CLEAR indication that Joint Committee for Educational Television has done good job of lobbying on Hill reflected in questions asked FCC Comr. T. A. M. Craven regarding educational reservations for tv. At both Senate and House hearings last week, Comr. Craven's views on reservations were sought in light of proposal in Craven Plan to drop table of assignments which automatically would eliminate reservations. His position: He favors maintaining reservations if educational organizations would clearly indicate their intentions to use facilities.

B•T

CRITICAL REPORT • Senate *ad hoc* tv committee's preliminary report, drafted by MIT Prof. Edward L. Bowles, takes some pretty hefty swings at FCC and its methods of operation. Report, now in hands of members of his subcommittee (largely top engineers), reportedly reaches no conclusions but is highly critical of manner in which FCC handled overall tv allocations and goes deeply into economics and competitive conditions, considered by some of its members as beyond *ad hoc* committee's province.

B•T

NEW DEVICE promising automation in tv program production, particularly where multiple program sources are involved, will be demonstrated for first time at this week's Assn. of National Advertisers convention at Hot Springs, Va. Called Tele-Mation, device includes elaborate-switching console-operating lighting, staging, tv cameras, tape recorders and slide projectors. At ANA session it will be used to show how how industrial meetings and other types of conferences can be controlled automatically from rostrum. This includes visual and audio aids of all types. Device, developed by TelePrompTer, will will be shown at NARTB Convention April 7-11.

.... EAR WITNESS
TO A RUNAWAY

HEADED FOR MIAMI? DIAL WQAM (560) AND HEAR FOR YOURSELF WHY THERE'S BEEN A RUNAWAY WITHOUT A GIVE-A-WAY.

HOOPER SAYS: OVER 30!

WQAM	**30.1%**
Station "A"	15.3%
Station "B"	14.8%
Station "C"	7.7%
Station "D"	7.3%
Station "E"	6.8%
Station "F"	4.9%
Station "G"	4.6%
Station "H"	4.3%
Station "I"	2.6%
Others	2.0%

** Hooper, Jan.-Feb., 1957 7 a.m.-6 p.m., Mon.-Fri.*

Now WQAM has jumped over the 30% mark in share of audience all day. That's what the newest Hooper says, continuing a dramatic, drastic, fantastic change in Southern Florida listening since the start of Storz Station programming at WQAM. But that's not all. Latest Trendex gives WQAM first place morning and afternoon, with a 34.1% share of audience all day.

All this has been accomplished without so much as a single give-away, and without a single contest which required participants to be tuned in in order to win.

And . . . all this has quickly caught the eyes, ears and budgets of advertisers, who are buying WQAM, and profiting therefrom. Lend an ear yourself to the **Blair** man . . . or WQAM General Manager **JACK SANDLER.**

WQAM

Serving all of Southern Florida with 5,000 watts on 560kc.

MIAMI

The Storz Stations

Today's Radio for Today's Selling

TODD STORZ, *President*

WDGY Minneapolis-St. Paul
WHB Kansas City
WQAM Miami

Represented by John Blair & Co.

KOWH Omaha
WTIX New Orleans

Represented by Adam Young Inc.

at deadline

CROSLEY GETS INDIANAPOLIS GRANT, 4-3

FCC Friday granted ch. 13 Indianapolis, Ind., to Crosley Broadcasting Corp. by tight four to three vote. Action, reported as imminent [B•T, Jan. 21], gives that pioneer broadcasting company its fourth television station in midwest. Crosley already owns tv stations in Cincinnati, Columbus and Dayton, all Ohio, and also in Atlanta, Ga.

Friday's decision reversed examiner, who issued initial decision June 1955 favoring Mid-West Tv Corp., comprising local businessmen. Also denied were WIRE-*Indianapolis Star and News* and WIBC that city.

Deadlocked FCC forced Comr. T. A. M. Craven to cast deciding vote notwithstanding fact one applicant (WIRE) was client of his consulting engineering firm (Craven, Lohnes & Culver) before he was named commissioner. Comr. Craven said he had planned to abstain, as he has in other similar cases, but majority of Commission advised him that since they were "hopelessly deadlocked" he must vote. General Counsel Warren E. Baker, advised FCC, Comr. Craven said, that he was not only authorized but legally obligated to vote in such situation.

Indianapolis grant was opposed by Comrs. Rosel H. Hyde, Robert T. Bartley and Robert E. Lee. Comr. Hyde dissented on grounds not sufficient attention given local ownership and apparent inconsistency in "practically" disqualifying one applicant for newspaper ownership while "at same time adding to the broadcast facilities of the most significant aggregate of radio and television facilities in the general area concerned." Comr. Bartley opposed Commission's denial of Mid-West Tv Corp. request to show changes in principals due to withdrawal of President George Sadlier because of illness. Comr. Bartley maintained withdrawal of Mr. Sadlier was involuntary and should be treated as such. Comr. Lee issued no written dissent.

Commission majority gave nod to Crosley on ground of greatest assurance of effectuation of proposals, based on "favorable" record of past performance, long years of experience in broadcasting, and experience of individuals who direct operations.

Mid-West was given "superior" preferences in local residence and civic participation of principals. Mid-West received "comparative demerit" because of failure of Mr. Sadlier to file income tax returns 1941-1945.

WIRE and WIBC received preferences over Crosley in local residence, civic participation and diversification of business interests. WIBC also got preference for integration of ownership and management.

Crosley, owned by Avco Corp., owns WLW-AM-TV Cincinnati, WLWC (TV) Columbus and WLWD (TV) Dayton, all Ohio, and WLWA (TV) Atlanta, Ga. Avco owns plants that manufacture home appliances, gasoline engines, industrial boilers, kitchen cabinets, furniture and automobile radios.

Film Producers, Studio Mechanics Sign New Three-Year Contract

SIGNING of new three-year contract between Film Producers Assn. of New York and Motion Picture Studio Mechanics Local 52 of International Alliance of Theatrical & Stage Employes is being announced today (Mon.) by FPA. Highlight of contract is provision for welfare and pension plan for grips, property men, electricians, sound men, carpenters and other studio employes.

FPA, consisting of producers who account for bulk of nation's tv film commercials and industrial motion pictures, negotiated contract with union on behalf of 25 members. It is expected that non-members also will sign contract.

Under contract, producer will pay $1.50 per worked day for welfare plan and $1.50 per day for pension plan. No wage increase will be granted for first two years of contract but there will be wage rise of 6% for third year, with no reopening clauses. FPA noted that, in general, employes covered by contract are "casual workers," employed for job on call. For permanent staff, 10% reduction over all daily pay will be instituted, applying solely to new employes. Contract retroactive to Feb. 18, 1957.

Theatre Chain Plans Closed Circuit

POWERFUL Interstate Circuit Inc., owners and operators of chain of southwest motion picture theatres, has moved into closed circuit television with both feet, similar to Video Independent Theatres Inc. plan for Bartlesville, Okla. (see story page 46). Applications have been made to more than 20 Texas municipalities asking passage of ordinances to permit construction of wires and cable to provide movies in homes via television. Among cities are Fort Worth and Houston. No actions taken yet.

Requests have been made by Interstate subsidiary Interstate Home Movie Corp. Applications recite that current movies would be sent by cable from central studio into home tv receivers. Since pictures would not travel via air, no FCC or other federal government assent is required, it was pointed out.

CBS Rate Change Sure Thing

AFFILIATE acceptances of CBS Radio's nighttime rate reduction and daytime rate increase was reported Friday to have reached total representing approximately 99% of network rate card. New price structure was slated to go into effect yesterday (Sun.). Network officials said they had received no rejection by any affiliate. Under plan, CBS Radio cuts nighttime rates by one-third while raising daytime prices 5% [B•T, Feb. 25]. Needed for plan to become effective: 85% of network rate card.

William Tell Men Form Agency

THREE EXECUTIVES of William Tell Production Co., New York, have formed advertising agency, Clemons, Esau & Gerricke Inc., whose first client is William Tell. Latter produces *Hidden Treasure* quiz show which CE&G expects to place in 80-100 markets for Disabled American Veterans, Cincinnati. To date, 70 markets have been bought.

Principals in new agency are John Esau, president; William T. Clemons and Karl Gerricke, vice presidents. Mr. Clemons is president of William Tell, Mr. Gerricke executive producer and Mr. Esau vice president.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 29.

DECISION MAKING • Colgate-Palmolive Co., N. Y., and its agency, Lennen & Newell, N. Y. expected to make decision early this week as to whether spot campaign for AD (detergent)will be in radio or television or both. Schedule will start some time in April and run for 13 weeks in approximately 20 markets.

COFFEE CAMPAIGN • Hills Bros. Coffee Inc., San Francisco, understood planning spot television campaign to start in mid-April, with number of markets not yet set. Agency: N. W. Ayer & Son, N. Y.

EX-LAX BUSINESS • Ex-Lax Inc. (laxatives), Brooklyn, expected to launch 13-week radio spot campaign on or about April 1 in number of unspecified markets. Warwick & Legler, N. Y., is agency.

PEN PLANNING • Scripto Inc. (pens and pencils), Atlanta, expected to launch 10-week tv spot campaign in about 12 national markets early in spring. Agency: Donahue & Coe, N. Y.

MOVIE SPOTS • Metro-Goldwyn-Mayer, Culver City, Calif., lining up availabilities in booking cities to promote two films this month —"Lizzie" and "10,000 Bedrooms." Donahue & Coe, N. Y., is placing.

PRESSING BUSINESS • Casco Products Corp. (electrical appliances), Bridgeport, Conn., lining up radio stations in 15 markets for spot campaign on behalf of steam irons, beginning April 1 for 13 weeks. Agency: Peck Adv., N. Y.

EASTERN BUYS • Sweet-Orr & Co. (Sweet-Orr workwear), N. Y., placing 20-week radio spot campaign, April 8-June 14, in Albany, Baltimore, Richmond and Philadelphia. Peck Adv., N. Y., is agency.

CANADIAN TIME • U. S. Watch Co. (Timex watches), N. Y., seeking availabilities in four Canadian markets for suitable radio spot morning drives starting in April. Of particular interest: Toronto, Winnipeg, Saskatoon and Regina. Peck Adv., N. Y., placing.

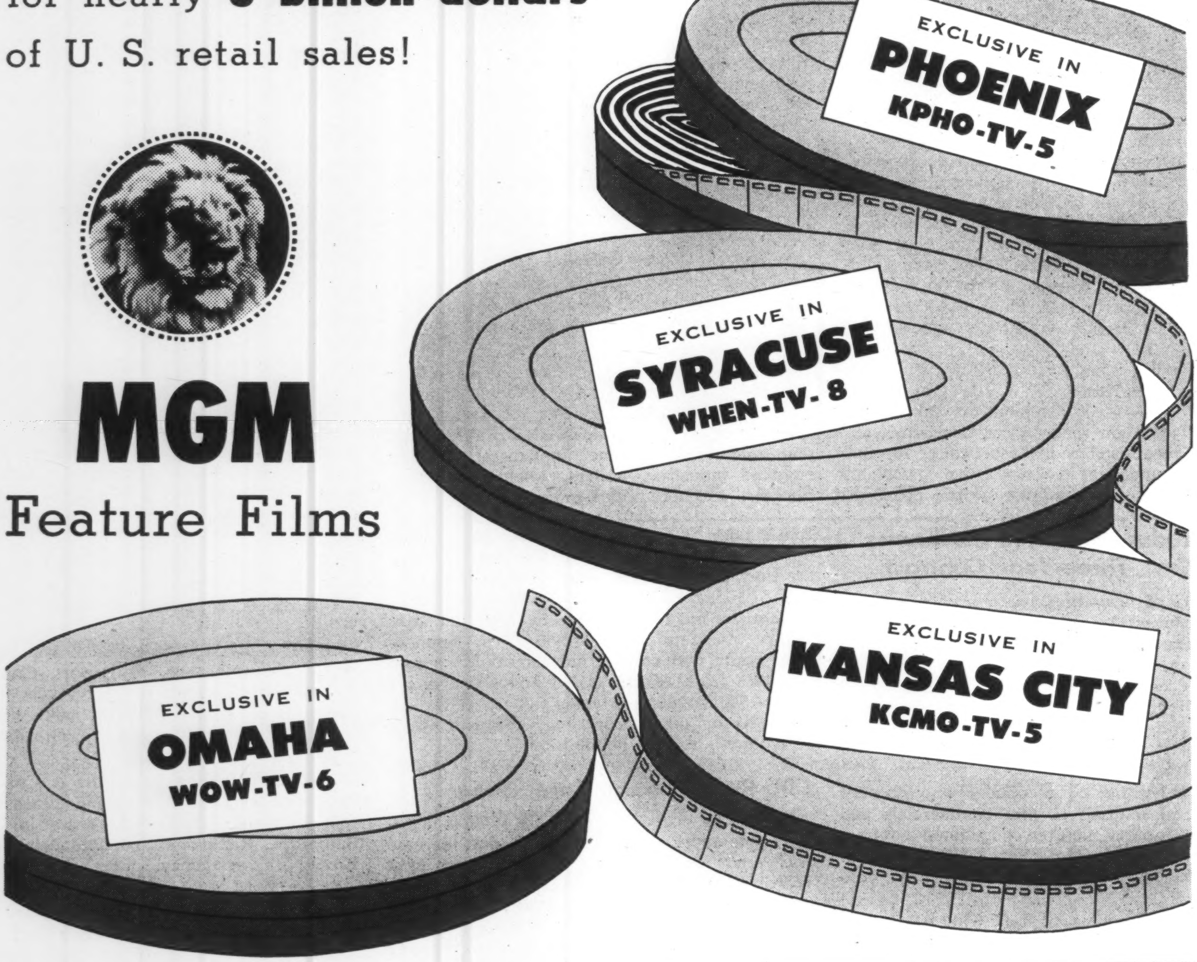
BACK WITH HICKMAN • R. J. Reynolds Tobacco Co. (Camels), Winston-Salem, N. C., through William Esty & Co., week from tomorrow (Tues.) begins sponsoring CBS Radio *Sports Time* with ex-Yale coach Herman Hickman. Series, to be heard Tues., Thurs., Sat., 7-7:05 p.m. EST, will mark return to CBS Radio of tobacco firm, last identified in 1956 with *Rock'n' Roll Dance Party*.

'LIFE' SPOTS • *Life* magazine, N. Y., planning radio-tv spot campaign to start in two flights—April 15-19 and April 22-26—in number of markets. Young & Rubicam, N. Y., is agency.

The Meredith Stations Present:

Hottest TV Property

in **4 key cities** accounting for nearly **3 billion dollars*** of U. S. retail sales!



MGM

Feature Films

Feature films are altering the program pattern of TV, we need hardly remind you! MGM Feature Films — the biggest and best "package" in the feature field, are now an exclusive with Meredith stations in 4 of the "class" markets in the U.S. — all in the top 25%. Do your clients know about the opportunity presented by this unusual combination? Availabilities going fast! Get in touch with your Meredith representative as soon as you can for details.

DOLLAR VOLUME OF METROPOLITAN COUNTY AREAS
Estimates, 1955, for TOTAL RETAIL SALES

AREA AND STATE	RANK IN GROUP	TOTAL RETAIL SALES	PERCENT
Total for United States (260 Markets)		$132,669,192,000	100.000%
Kansas City, Missouri	15	1,360,225,000	1.025
Phoenix, Arizona	51	525,567,000	.396
Omaha, Nebraska	55	502,402,000	.378
Syracuse, New York	57	475,635,000	.358
Total four cities		$2,863,829,000*	2.158%

MEREDITH RADIO and TELEVISION STATIONS

affiliated with Better Homes and Gardens and Successful Farming magazines

at deadline

RCA DETAILS NEW STOCK OPTION PLAN

STOCK OPTION plan for key employes of RCA, along with option grant already made to new President John L. Burns in consideration of his leaving former post at Booz, Allen & Hamilton and signing 10-year contract with RCA, will be submitted to RCA stockholders for their approval at annual meeting May 7, proxy statement showed Friday. RCA board already has approved plan, but stockholders must ratify or neither it nor grant to Mr. Burns will become effective.

Proxy statement also showed that Mr. Burns' contract calls for him to be paid $150,000 first year with compensation increasing by $12,500 annually until rate of $200,000 is reached. Board may set other amounts, but not less than specified in contract, according to his "performance and responsibilities." Stock option grant to him was for total of 50,000 shares of RCA common, exercisable over 10-year period, at $33.75 per share (market price on March 1 when option was granted). During each year of first five he may not purchase at rate of more than 20% of total 50,000 shares optioned to him.

During 1956, proxy statement also showed, Board Chairman Brig Gen. David Sarnoff was again highest-salaried officer, with $200,000 for year. Frank M. Folsom, who moved from president to chairman of board's executive committee when Mr. Burns became president March 1, was second-highest salaried in 1956 with $165,000 salary plus $19,993 in incentive award paid and $80,007 incentive to be earned out. Elmer W. Engstrom, RCA senior executive vice president, was third with $110,000 salary, $13,993 incentive paid in 1956 and $56,007 to be earned out.

RCA's new stock option plan, designed to attract and hold key employes, calls for RCA to purchase not more than 300,000 shares (less than 2½%) of outstanding RCA common stock from which an option committee—whose members would not themselves be eligible for stock options—would offer options to key employes. Committee would decide which employes are to be offered options, and how many shares each option would cover. Option rights are restricted. Price would be full market value as of date option was granted and would have to be paid in cash when exercised, and those given options would be required to agree in writing to remain with RCA or subsidiary for at least five years and give assurance they were buying optioned stock for investment, not distribution.

RCA late Friday issued statement branding as "untrue" a report published in *New York Times* that "unspecified amounts" of stock would be reserved for Gen. Sarnoff and Mr. Folsom under option plan.

Court Rules IBC Is Monopoly; Boxing Telecasts Now in Doubt

QUESTION loomed Friday as to future of Wednesday and Friday night telecasts of professional boxing bouts on ABC-TV and NBC-TV, respectively, as New York federal court ruled International Boxing Club to be monopoly in promotion of championship bouts, including its radio and television broadcasting activities.

Justice Dept. and IBC have 30 days to submit respective proposals as to terms that should be incorporated in decree.

WAFB-AM-FM Sold for $175,000

SALE of WAFB-AM-FM Baton Rouge, La., by Modern Broadcasting Co. of Baton Rouge Inc. to group of 14 local businessmen for $175,000 announced Friday, subject to usual FCC approval. WAFB-TV (ch. 28), not involved in sale, remains under control of WDSU New Orleans principals. Local businessmen headed by Baton Rouge attorney Louis S. Praejean, present 2% stockholder. WAFB is affiliated with ABC and MBS, operates with 5 kw day, 1 kw night on 1460 kc. Transaction handled by Blackburn & Co.

KBYE Sold for $90,000

KBYE Oklahoma City, founded in 1946 and operating with 1 kw on 890 kc, has been sold for $90,000 by State Broadcasting Co. to Great Empire Telecasting Corp., subject to usual FCC approval, it was announced Friday. KBYE is owned by Kenyon Brown and associates. Great Empire principals include Mr. Brown and Arthur B. Hogan, John D. Feldmann, Frank Oxarart, Ashley Robinson, Albert Zugsmith and Mike Lynch, who will continue as manager of station. Broker was Albert Zugsmith Corp.

Messrs. Hogan, Feldmann, Oxarart and Zugsmith have varying interests in KRKD Los Angeles, KVSM San Mateo, both Calif.; KBMI-KSHO-TV Las Vegas, Nev.; KULA-AM-TV Honolulu. Mr. Hogan also owns KFOX Long Beach, Calif. Mr. Robinson owns KOVO Provo, Utah. Besides his interest in KBYE, Mr. Brown also owns KWFT Wichita Falls and KLYN Amarillo, both Tex.; 50% of KANS Wichita, Kan.; 33⅓% of KGLC Miami, Okla., and 33⅓% of KFEQ-AM-TV St. Joseph, Mo.

Crosby Closes Film Sales Unit

BING CROSBY Enterprises, which recently sold its video tape developments to Minnesota Mining & Mfg. Co., is closing its tv film sales division, which in past few years has produced *Fireside Theatre* for Procter & Gamble, *Rebound* for Packard, several programs of *GE Theatre* series and three syndicated series, *Crown Theatre, Where Were You?* and *The Chimps.*

Hood Heads Ohio Broadcasters

HUBBARD HOOD, WKRC Cincinnati, was elected president of Ohio Assn. of Radio & Tv Broadcasters Friday at Dayton meeting. He succeeds J. L. Bowden, WKBN-TV Youngstown. Other officers elected were: Roger G. Berk, WAKR-TV Akron, tv vice president; Jay E. Wagner Jr., WLEC Sandusky, radio vice president. Elected to board: H. H. Heminger, WFIN Findlay, and Alexander Buchan, WING Dayton.

UPCOMING

March 10-11: Texas Assn. of Broadcasters, San Antonio.

March 13-16: Assn. of National Advertisers, spring meeting, The Homestead, Hot Springs, Va.

For other Upcomings see page 115

PEOPLE

WILLIAM H. GANTT, formerly with Brisacher, Wheeler & Staff, Philadelphia, joins radio-tv department of N. W. Ayer & Son, N. Y., as production manager.

FRANCIS CARTER (BOB) WOOD JR., elected president of Sound Masters Inc., N. Y., producers of tv and industrial films. One of founders of company in 1937, he has been vice president in charge of production, succeeds **HAROLD E. WONDSEL,** resigned to form own company.

FRED BECKER, formerly partner in Umland-Eastland-Becker Inc., San Francisco, named account executive in San Francisco office of Roy S. Durstine Inc., N. Y.

ALLAN KERR, former manager of Detroit office, Burke - Stuart, station representative, named vice president in charge of national sales in New York headquarters.

LEONARD H. GOLDENSON, president, American Broadcasting-Paramount Theatres Inc., cited by *Fame* magazine with 1956 Fame Achievement award ". . . in recognition of distinguished contributions during the past year to the twin arts and industries of television and the motion picture."

Out for More Mileage On Van Doren-Quiz Angle

BARRY-ENRIGHT Productions, producer of *Twenty-One* quiz show on NBC-TV, is searching for panel-type format for new program it would like to produce and starring among others Charles Van Doren, who meets his next test tonight (Mon.). Another problem for Barry-Enright is question of time slot and network. It's expected that Pharmaceuticals Inc. (Geritol), which sponsors *Twenty-One,* would get right of first refusal to back new program.

Pharmaceuticals Inc., meanwhile, Friday renewed Goodson-Todman's *To Tell the Truth* quiz on CBS-TV (Tues., 9-9:30 p.m. EST) effective tomorrow. Edward Kletter Assoc. is Pharmaceutical's agency.

WWL Cleared to Build Ch. 4

GRANT of New Orleans' ch. 4 to WWL that city was cleared Friday of prohibition on building. Loyola U. outlet can begin construction immediately. Commission also formally ordered addition of ch. 12 to New Orleans and to Beaumont-Port Arthur, Tex.; ch. 3 to Lake Charles-Lafayette, La.; ch. 11 to Houma, La. In order to accommodate pending request of ch. 3 WLBT (TV) Jackson, Miss., to move transmitter site few miles south, and not to conflict with assignment of ch. 3 to Lake Charles-Lafayette, Commission moved Zone III boundaries five miles south, more closely approximating shore line. Although Comr. Robert E. Lee concurred in actions, he said he would have preferred to have deleted ch. 4 from New Orleans to make city all uhf.

WOR Day Rates Go Up 10%

NEW RATE CARD to be issued by WOR New York April 1 reflects 10% average increase in daytime, with current advertisers afforded six months protection at current rates, station vice president Rober J. Leder announced today (Mon.). He said frequency advertisers still can "get low rates with guaranteed positions" because WOR will eliminate run-of-station packages on all but 10 and 20-second announcements.

the week in brief

BIG BUSINESS IN BARTER

Films-for-time deals, by that and other names, are getting to be a big thing in broadcast advertising circles. B•T presents a rundown on them on . . 27

2,928 PRODUCTS USED SPOT TV

National guide shows how television was used in national, regional and local markets in three-month period . 29

ANA TO STUDY AGENCY FEES

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*Reg. U. S. Patent Office

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Our NTH* tower

Filter, too!

. . . Program criteria—the all-family audience.

- ★ Maximum Power
- ★ Wisconsin's Highest Antenna
- ★ One Third of the Population of Wisconsin
- ★ A Third of Wisconsin's Counties including the fabulous Wisconsin Fox River Valley

WFRV TV

Green Bay, Wisconsin

CHANNEL 5

ABC, CBS, plus strong local and regional programs

HEADLEY-REED Company, *Representatives*

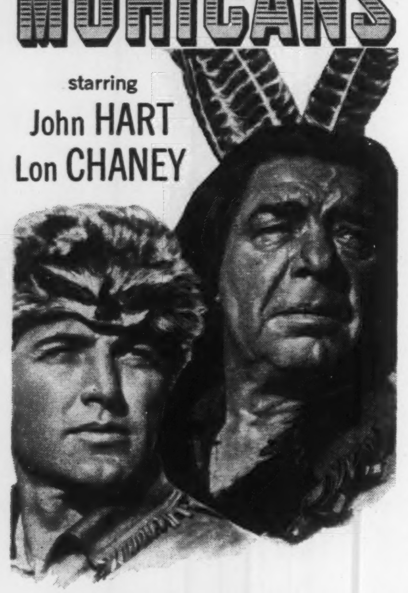
**Nearest To Heaven. 1165 feet above average terrain.*

HAWKEYE AND THE LAST OF THE MOHICANS

starring

John HART

Lon CHANEY



James Fenimore Cooper's all-family classic has a ready-made audience. Hawkeye's everybody's idol! Thrilling outdoor action—an "Eastern" filmed on location in actual French-Indian War Country. You get better sponsor identification. Excellent markets still available. Wire or phone collect right now for your market before another sponsor beats you to it.

tpa

Television Programs of America, Inc.
488 Madison Ave., N. Y. 22 • PLaza 5-2100

ROMEO AND JULIET

AFTER last week's telecast of "Romeo and Juliet" on the NBC-TV *Producer's Showcase,* it looks as if Will Shakespeare has caught up with Rod Sterling, Reginald Rose and the rest who have mastered the art of television writing.

Of course half the credit goes to the skillful editor who pruned what the prologue optimistically calls the "two hours' traffic" of the play to fit comfortably in today's 90-minute tv format. But the final impression —of at least one viewer—is that "Romeo and Juliet" is better on television than on the stage. Actors didn't have to shout their tender lines. Every expression was caught by the camera. Witticisms that would please an Elizabethan crowd but offend contemporary ears were cut from the tv version. But the immensely satisfying blood-and-thunder, tears-and-true love essentials of the drama were left intact.

The production was beautifully designed within the limits of the television frame. Costumes and sets seemed authentic, never obtrusive. Restrained color established the mood (as was cannily pointed out for monochrome viewers during the RCA color commercial).

It was a rare pleasure to hear the old lines spoken so simply and credibly by Shakespeare's heirs, to see a production by a troupe uniquely equipped by geography and art to interpret the Bard's work. All honor to Claire Bloom, John Neville and company for performances and production that were in no way disappointing, in every respect a rich experience.

Production costs: $150,000.

Sponsored by RCA and Whirlpool-Seeger Corp. through Kenyon & Eckhardt and John Hancock Mutual Life Insurance Co. through McCann-Erickson on NBC-TV's Producers Showcase, *Mon., March 4 8-9:30 p.m. EST.*

Production by The Old Vic Company under management of S. Hurok.

NBC executive producer: Mort Abrahams; directors: Michael Benthall and Clark Jones; music director: George Bassman; orchestra conductor: Arthur Lief; program supervisor: Alvin Cooperman; associate producer: Leo Davis; production supervisor: Shelley Hull; unit manager: Warren Burmeister; associate director: Dean Whitmore; settings: Otis Riggs; costume supervisor: Robert Fletcher.

THE DEFENDER, PART II

THE DEFENDANT was acquitted in the second part of television's first original two-hour drama: the playwright was found in contempt.

This is written in disappointment, for we had hoped the second installment would fulfill the promise of the first [B•T, March 4]. All we got was hot rhetoric garnished with lots of hokum. In his contrived ending (the defense established a probability of mistaken identity by producing a man strikingly similar to the defendant), Mr. Rose knocked down in 10 seconds much of what was inherently good in the story.

What saved the second installment from being a total bore was the brilliance of the acting—particularly that of young Steven McQueen, playing the tortured defendant.

P.S.: CBS-TV wasn't violating Canon 35, gentlemen: that was just a misplaced *Studio One* camera that failed to back out of the big picture. Justice will have to remain blind.

Production costs: Approximately $40,000 per show.

Sponsored by Westinghouse Electric Corp. through McCann-Erickson on CBS-TV, Feb. 25 and March 4, 10-11 p.m. EST.

Writer: Reginald Rose; producer: Herbert Brodkin; director: Robert Mulligan; story consultant: William Yates; technical advisor: Jerome M. Leitner (N. Y. Bar Assn.); technical director: Ted Miller.

Cast: Ralph Bellamy, Martin Balsam, Steven McQueen, Ian Wolfe, Rudy Bond, Vivian Nathan and others.

PANIC

SUSPENSE, drama and power, an incredible plot, and a feeling by this viewer as to "why all the effort,'"

The new *Panic* show on NBC-TV last Tuesday had a priest fighting the clock to uncover a hidden timebomb. A distraught man routs the priest at four minutes after midnight to make penance with a confession that he will commit murder at 9 a.m. Then he suffers a heart attack in the confession box, leaving only a few clues for the priest to follow up. From that point on we fight a battle against odds that the priest will uncover the explosive, which, of course, he does.

The clergyman finds the answer and the timebomb at about 30 seconds to 9 a.m., detachs the lead-in wires and removes the device from its lodging place (in a local courtroom). But this doesn't happen until the viewer has made the rounds with the priest, walking streets in the wee hours of the morning, nearly yoked by a policeman when mistaken for a robber, talking to a night editor at about 10 minutes to 5 a.m. in a local newspaper office, getting inside the now dead man's apartment (the bomb planter had died in the hospital and we find out he has been hiding his identity as an escaped convict) and managing to enter the courtroom before it is opened to the public, precisely at 9 o'clock.

As the priest leaves the courtroom, the guard asks: "Saving souls, father?" To which the priest answers, "Yes, and you'll never know how many." We share the priest's secret, which he could never divulge. We will be lucky tomorrow night, too, since a teaser at the end of the program hinted that a prisoner will break out of jail to see his dying wife who is behind bars in another prison—he breaks out to break in, we assume.

This show is quite a thriller—a panic, if you will.

Production costs: $36,000.

Sponsored on alternate-week basis by Liggett & Myers (Chesterfield) through McCann-Erickson and Max Factor through Doyle, Dane & Bernbach on NBC-TV,

Greatest Team Since Lewis and Clark...

CAPTAIN MERIWETHER LEWIS:

"No doubt about it, that KING-KGW tie-in is the biggest thing that's happened in the Pacific Northwest since we opened up the country."

CAPTAIN WILLIAM CLARK:

"You're so right... think what it does for smart time buyers. When they buy the high-powered pair of Seattle-Portland ABC affiliates they know that they are getting the word out to 80% of the Washington-Oregon market."

LEWIS:

"That's because KING and KGW cover the 'Green Strip', Western Washington and Western Oregon from the Cascade Mountains to the sea. That's where the money trees grow."

CLARK:

"And that's where the natives are wampum-heavy... loaded with spendable income. Makes a man want to wheel right out there with a wagon-load of blankets and trade-beads..."

LEWIS:

"That's not the way you do it now, trail-mate. To crack the rich Pacific Northwest market all you need to do is load up with spot schedules on KING and KGW..."

EDITORIAL:

If your client isn't shaking the money tree out in the heavy-spending Pacific Northwest market it's probably because the natives are getting restless waiting to hear your message over KING and KGW...

ABC FOR THE PACIFIC NORTHWEST...

SEATTLE **KING** RADIO AND TELEVISION	PORTLAND **KGW** RADIO AND TELEVISION

BUY THE PAIR FROM BLAIR

Tues., 8:30-9 p.m. EST (March 5 episode reviewed).
Producer: Al Simon; director: Rod Amateau.

MAURICE CHEVALIER'S PARIS

THE PARIS of Maurice Chevalier, it turns out after all these years, is a rather tame affair. Sans straw hat and music hall routines of yesteryear, Monsieur Chevalier conducted a personalized tour of the French capital (NBC-TV colorcast, last Wednesday) that had the same leisurely pace as one of the Parisian luncheons he described—but was by no means as appetizing.

The fault, in part, can be laid to the fact that the grander aspects of the Parisian scene—the historic landmarks and art treasures—lost much of their impact when reduced to the confines of the tv screen. And the simpler scenes of everyday French living, while they had a modicum of charm, failed to make up for this deficit.

Surprisingly, Chevalier did no singing and the only music used during the filmed production was of the background variety.

Edited to a half-hour's length and put on the widescreen of a movie theatre, *Maurice Chevalier's Paris* possibly could become real travelogue-type entertainment. On tv last week it was decidedly ho-hum.

Production costs: Approximately $100,000.
Sponsored by Breast O'Chicken through Foote, Cone & Belding on NBC-TV March 6, 8-9 p.m. EST.
Producer: Ted Mills; director: Andrew Marton; screenplay: Stephen White, Ted Mills, Maurice Chevalier; music composed and conducted by Michel LeGrand; photographer: Jacques Letelier; associate producer: Joe L. Cramer; production supervised in France by Poste Parisien.

ENGLAND AFTER SUEZ

ENGLAND after Suez doesn't seem to like America very much, and for a good number of reasons. Most of them were brought out with clarity and wit during the course of Murrow & Friendly's hour-long inquiry into British public opinion towards its own government and that of the United States.

The U. S. came under particularly heavy fire, the principal target being our Secretary of State and his Mideast foreign policy, with due emphasis placed on the "Eisenhower Doctrine." Asked for a definition of this doctrine, one newspaper editor replied: "It simply means, 'let's be jolly nice to the Arabs and see how much oil we can get . . .' ". Though both Eden and MacMillan cabinets came in for their share of barbs ("The only difference between the two is that Eden is out and MacMillan in"), wise and cool heads prevailed. Sample: "It would be as unfair of you Americans to judge the British people by what happened at Suez as it would be for us to judge you by . . . the vacillations of Mr. Dulles."

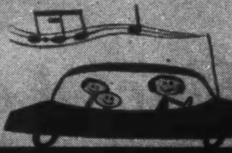
While the most enlightening part of the 60 minutes was reserved for a sort of British version of *Meet the Press*, in reverse with Murrow posing the questions to four of the country's top newspaper editors, John Con-

SPOT RADIO

commands

SPOT RADIO harmonizes with the busy life of young housewives

* 95% listen to radio every week
* 80% listen daily an average of 2¼ hours
* favorite listening places are:
kitchen 38%
bedroom 20%
living room 17%
automobile 9%



68% of all young housewives prefer musical personality programs

SOURCE: RAB - Pulse, Inc. Survey, April 1955

THE VISUAL ABOVE is one of a series comprising "Spot Radio—1957"; a concise 20-minute slide presentation marshaling basic media facts around which outstandingly successful sales-strategy has been planned. This study has already aroused the enthusiasm of key marketing men in America's advertising centers. If the executives who shape your advertising plans have not yet seen it, ask your Blair man to arrange for a showing soon.

top-attention from homemakers

and these major-market stations pioneered in programming that brightens a woman's day

Are women important to your business? Yes? Then Spot Radio is important to your advertising strategy.

Today's homemaker is part of a gigantic mobile market. Hour after hour she's on the go—from bedroom to kitchen—to bathroom—to living-room—to bedroom—to kitchen—and on through the day. *Radio and only radio* can deliver sales messages wherever she goes, even when she goes by car.

Spot Radio fits perfectly into her pattern of living. Listening does not interfere with her work. Instead the *companionship* of her favorite local radio personalities actually lightens the daily monotony of 'dishes and duds.'

The *companionship* nature of Spot Radio has universal appeal. In the years when television changed listening habits, certain major-market stations were studying audience-preferences more closely than ever before. Out of these studies came local-interest and service programming—the solid foundation of radio's strength and vitality today—the main reason why radio-listening continues to rise.

Forty stations in these major-markets are represented by John Blair & Company—by far the strongest group of markets and stations served by one representative firm.

Our association with these stations has been a constant source of pride in accomplishment. Beyond our primary responsibility for sales, we work closely with them as partners on programming, rate-structure, research, personnel, and promotion.

So it is no mere coincidence that today, in market after market, the Blair-represented station stands first in audience, first in advertising accounts, first in sales-results.

JOHN BLAIR & COMPANY

JOHN BLAIR & COMPANY

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ATLANTA • DALLAS • LOS ANGELES • SAN FRANCISCO • SEATTLE

Exclusive National Representatives for

New York	WABC
Chicago	WLS
Philadelphia	WFIL
Detroit	WXYZ
Boston	WHDH
San Francisco	KGO
Pittsburgh	WWSW
St. Louis	KXOK
Washington	WWDC
Baltimore	WFBR
Dallas-Ft. Worth	KLIF-KFJZ
Minneapolis-St. Paul	WDGY
Providence	WPRO
Seattle	KING
Houston	KTRH
Cincinnati	WCPO
Kansas City	WHB
Miami	WQAM
New Orleans	WDSU
Portland, Ore.	KGW
Louisville	WKLO
Indianapolis	WIBC
Birmingham	WAPI
Columbus	WBNS
Tampa	WFLA
Albany-Schenectady-Troy	WTRY
Memphis	WMC
Phoenix	KOY
Omaha	WOW
Jacksonville	WJAX
Knoxville	WNOX
Wheeling	WWVA
Nashville	WSM
Binghamton	WNBF
Fresno	KFRE
Wichita	KFH
Tulsa	KRMG
Orlando	WDBO
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"THE CISCO KID"

Memphis Food Chain Adds 5th Year!

BIG STAR STORES of Memphis and long-time sponsor of Cisco, comment on entering 5th year of sponsorship:

"Cisco Kid has shown a high rating locally. It has brought direct sales returns for Big Star Stores . . . We also sponsor Cisco in Cape Girardeau, Mo. The results in this new area are excellent. Recently when the Columbus, Miss., station opened, we started Cisco there. Already we see sales results . . . Cisco Kid has helped all our big Star Stores."

Ask to see more success stories of

THE WORLD'S GREATEST SALESMAN!

"THE CISCO KID"

Write, Phone or Wire Collect Today

ZIV Television

New York
Chicago
Cincinnati
Hollywood

nell (*The Evening News*), Michael Curtis (*The News Chronicle*), Henry Fairlie (*The Daily Mail*) and Michael Foote (*The Tribune*), most of the fun came during the first—but we hope not the last—television appearance of the Oxford (U.) Union Debating Society. Their topic, "The American Way of Life," was certainly a tempting dish, and suffice to say, these razor-sharp youths made the most of it, ripping it apart with considerable elan.

After subsisting, for the last few months, on a steady diet of news and commentary concerning itself with the U. S. attitude towards Great Britain this latest edition of *See It Now* was indeed refreshing.

Sponsored by Pan-American World Airways, through J. Walter Thompson Co., N. Y., on CBS-TV Sun., March 3, 5-6 p.m. EST.

Produced and edited by Edward R. Murrow and Fred W. Friendly; assoc. producer: Palmer Williams; asst. producer: Edward Jones; reporter: Paul Nevin; cameraman: Bill McClure; soundman: Maurice Reitberger; director: Don Hewitt; film editors: William Thompson, F. Howard O'Neill, and Mili Lerner.

BOOKS

REFERENCE DATA FOR RADIO ENGINEERS, Fourth Edition, by International Telephone & Telegraph Corp., Publication Dept., 67 Broad St., New York. 1,121 pp. $6.

THIS is the fourth edition of IT&T's reference data manual which has grown in 14 years from a 20-page pamphlet to the present volume. The third edition was published in 1949 and contained 640 pages, a 29-page index and 29 chapters. The 1957 edition has almost doubled the number of pages, and contains 38 chapters—ranging from frequency data to mathematical tables. It also includes almost 1,000 illustrations and contains a unique spectrum chart as the frontispiece. The book is indeed "improved and expanded" as IT&T declares on the dust jacket.

JOURNAL OF BROADCASTING, published quarterly by the Assn. for Professional Broadcasting Education, U. of Southern California, University Park, Los Angeles 7, Calif.; paperbound; $5.00 per year subscription price.

THIS research magazine is designed for tv and radio broadcasters, teachers and students. Special articles, summaries of research work and features in four departments will be included in each issue. The first issue features an opening discussion on the controversial Canon 35, with an article by Judge Justin Miller, legal consultant to the NARTB and its president from 1945-51.

Editorial consultants for the publication are Charles H. Tower, NARTB, Washington; Donley Fedderson, Northwestern U.; Edward C. Lambert, U. of Missouri; Robert J. McAndrews, KBIG Avalon, Calif.; Allen Miller, State College of Washington, and Rex Howell, KREX-AM-TV Grand Junction, Colo.

Reader Applause

EDITOR:

Obviously, the trend is for everyone everywhere to read B•T. This is not a new trend, I am sure, but a happy continuation of a trend that has existed and will go on and on and on.

This was confirmed to me personally by the many comments I have received about the B•T report [Feb. 18] of my talk before the Advertising Club of Washington. There were comments from all around the country—and from ministers, teachers, students, etc., as well as from associates in the trade.

This note is just to add my own pat on your back.

Louis G. Cowan
V. P., Creative Services
CBS, New York

EDITOR:

We enjoy B•T very much and look forward to seeing it each week. Your reporting is well done and the entire makeup of the magazine is excellent.

T. P. Copproud, Adv. Dept.
Standard Oil Co. of Calif.
San Francisco

Equal Time

EDITOR:

I feel that your article ["Sen. Neuberger Raps Comr. Craven's Plan," B•T, Feb. 25] does not give a fair or complete report of the exchange between the senator and Comr. Craven. Your article devotes four lines of type to Sen. Neuberger's remarks, 31 lines to Comr. Craven's answer.

The senator stated:

"While Comr. Craven offers a defense of his proposal to reassign unused educational tv channels, he admits that if, under his proposal, educational tv channels are not used within a reasonable time, his plan provides for other uses of such channels. This is precisely what I am opposed to, for it means that these channels will go to commercial operators, and it forces educators to determine now their future use of educational channels. Educators need further time to develop educational tv, which is just coming into its own.

"Without the reservation of educational tv channels, such as that which currently exists under FCC regulations, desired tv channels are unlikely to be used for educational purposes."

Walter H. Dodd
Washington, D. C.

Exception

EDITOR:

I note your "Luther Lather" editorial [Feb. 25] and beg leave to file a minor exception.

Airways belong to the people—not to the station. They are granted broadcasters on condition that the basic purposes of

B is for

BOYS' CAMP

BEAUTY SHOP

BOAT

Also for baby food, bakery, bank, bar, barber shop, beer, blade, bond, book, bowling alley, brokerage, building and loan, building supply, bus line, butane, butter

. . . some of the more than 200 kinds of business which make United Press news programs the most widely sponsored.

United Press 1

U.P. NEWS PRODUCES

democracy be served. Those basic purposes are the free interchange of information on the market place of men's thought. A station has no right to bend the property of the people at large to the service of sectarian or partisan interests. Fear is the short cut to dictatorship—courage is the necessary ingredient of democracy. In making facilities available to one faction, withholding them from another, the station becomes partisan and has demonstrably added greatly to the "sectarian bickering" which your editorial deplores.

John David George
Inland Empire Broadcasting
Loma Linda, Calif.

Vanishing Subscriber

EDITOR:

Please continue to send me B•T even if it does rain here every Monday just to wet my copy.

Please make an effort to help make a need for first class licensees rather than pushing this remote [technique]. You are slowly but surely eliminating subscribers like me. Don't forget, an automatic station operator can't read a word. An all uhf tv [system] could help place we lost souls who were rooted out by remote control and third class ticket men.

Donald Harris
Greensboro, N. C.

Thanks for the Memory

EDITOR:

In your Feb. 25 issue there is a story headlined "WSLI Digs Out of Flood Damage." It refers to a station in Pikeville, Ky. The call letters [should have read] WLSI.

WSLI is a fine station in Jackson, Miss., which I had the honor and privilege of helping to open up and was its program director and assistant general manager back in 1938. This story, because of the understandable juxtaposition of the letters L and S, renewed many fond memories of 20 years ago.

Paul H. Goldman
V.P. & General Manager
KNOE Monroe, La.

[EDITOR'S NOTE: No thanks to B•T's proofreaders for their error, no charge to Mr. Goldman for his memories.]

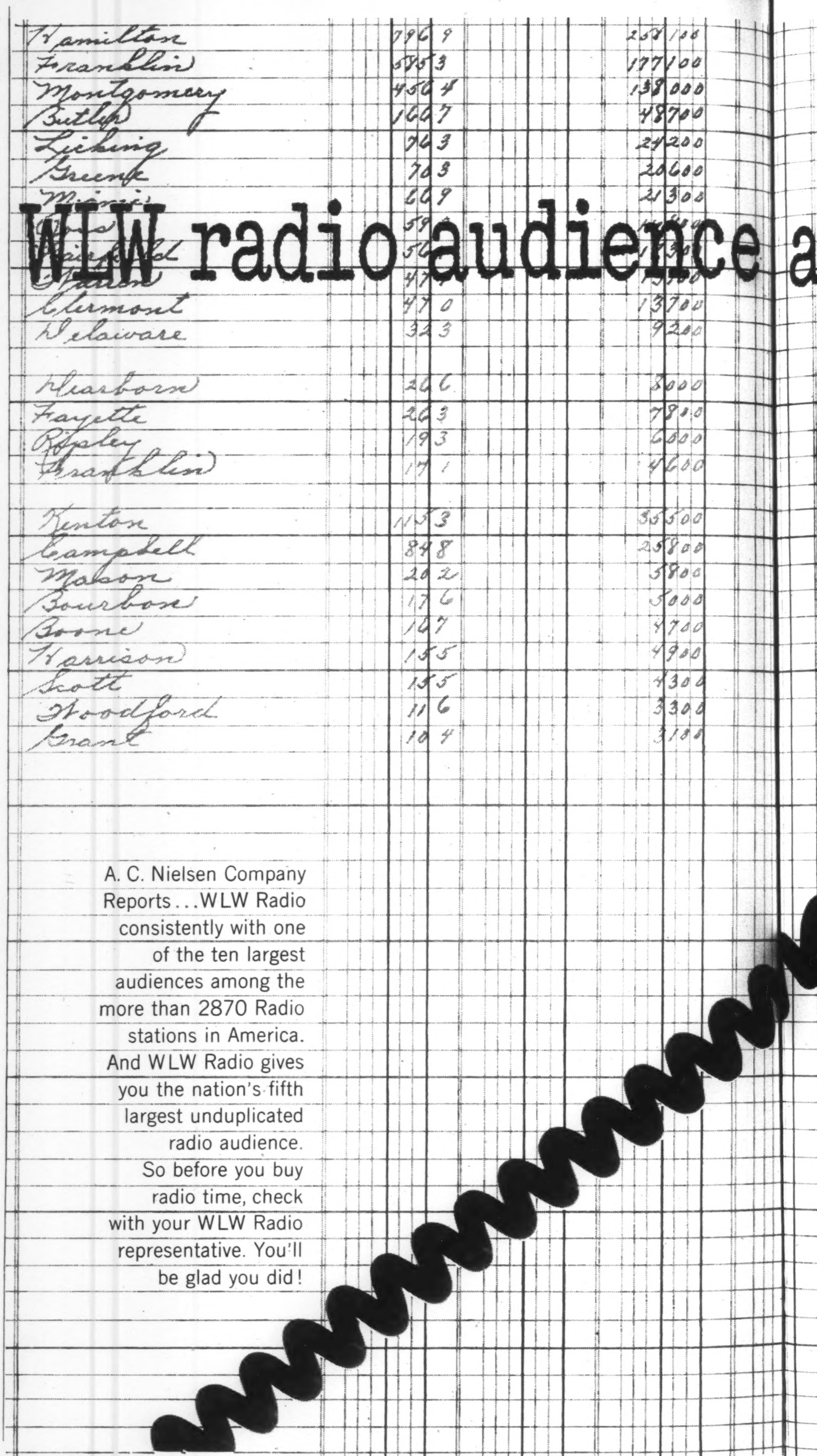
No Longer There

EDITOR:

State Sen. Dudley J. LeBlanc is in no shape or form connected with Hadacol Inc., the present manufacturers and distributors of Hadacol.

Harry B. Goldsmith, Pres.
Hadacol Inc.
Lafayette, La.

[EDITOR'S NOTE: Mr. Goldsmith refers to a story in B•T Feb. 25 saying that Sen. LeBlanc was promoting a new product, Kary-On vitamin and mineral tablets. Although not now associated with Hadacol Inc., he was the "inventor" of Hadacol.]



WLW radio audience a

Hamilton	796 9	258 100
Franklin	555 3	177 100
Montgomery	456 4	138 000
Butler	166 7	48 700
Licking	74 3	24 200
Greene	76 3	20 600
Miami	66 9	21 300
[illegible]	59 [illegible]	[illegible]
Fairfield	56 [illegible]	[illegible]
Warren	47 [illegible]	[illegible]
Clermont	47 0	13 700
Delaware	32 3	9 200
Dearborn	26 6	8 000
Fayette	26 3	7 800
Ripley	19 3	6 000
Franklin	17 1	4 600
Kenton	115 3	35 500
Campbell	84 8	25 800
Mason	20 2	5 800
Bourbon	17 6	5 000
Boone	10 7	4 700
Harrison	15 5	4 900
Scott	15 5	4 300
Woodford	11 6	3 300
Grant	10 4	3 100

A. C. Nielsen Company Reports...WLW Radio consistently with one of the ten largest audiences among the more than 2870 Radio stations in America. And WLW Radio gives you the nation's fifth largest unduplicated radio audience. So before you buy radio time, check with your WLW Radio representative. You'll be glad you did!

e among TOP 10 in America

287260
171610
153860
47040
43430
19980
13000
8970
96
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DEF
ABC
GHI
JKL
MNO
PRS
TUV
WXY
LONG DISTANCE
WLW
HOLD
EXT 7
EXT 8
SECR
INTER COMM.

WLW
RADIO
WORLD

Sales Offices: New York, Cincinnati, Chicago
Sales Representatives: NBC Spot Sales: Detroit, Los Angeles, San Francisco
Bomar Lowrance & Associates, Inc., Charlotte, Atlanta, Dallas . . . . Crosley Broadcasting Corporation, a division of AVCO MANUFACTURING CORPORATION

CASE HISTORY—
FURNITURE
STOWERS
MERCHANDISE MART
FURNITURE
APPLIANCES

Radio's a Two Way Street for this Furniture and Appliance Store

Stowers Merchandise Mart in downtown Pasadena has found how *to sell* radios by the thousands to customers from all over Southern California: it *buys* radio spots . . . by the hundreds! Stowers tested the Catalina Station, KBIG, with 12 spots a week a year ago. It has been on steadily ever since, expanding its campaign to a current regular schedule of 35 1-minutes each week.

"We sell all types of merchandise through heavy radio advertising," says store manager George Scheuter "but for probably obvious reasons, radio does an especially good job of selling itself. Last month alone, for instance, our spots concentrated on radio sets and sold over 500 of them!" Stowers' agency, Roche, Eckhoff & Lee, Inc. of Los Angeles, makes each spot a clever, humorous dramatization, using Hollywood's best dialecticians.

"On my last visit to the store," recalls account executive Bill Garr, "customers came in from the San Bernardino mountain country and the Orange County beach area, each telling the same story: they were so amused at the commercials, that they had to drive all the way to Pasadena for their next furniture or appliance purchase, out of a combination of gratitude and curiosity!"

Garr uses several radio stations for Stowers, with KBIG getting the lion's share of the budget. Since making radio a major plank in its ad platform, Stower's sales have been on a steady rise.

Stowers offers a fine example of using power radio to build an air personality for a store . . . with powerful results.

KBIG
The Catalina Station
10,000 Watts
740 ON YOUR DIAL

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

OUR RESPECTS

to Thomas Warren Sarnoff

IN THE early 1930's David Sarnoff, then president of RCA, was entertaining a group of important businessmen at his New York residence. As the evening progressed, he said, "Here's something I'd like to show you," and with some pride pulled back a curtain to reveal one of the few television sets then to be found outside the laboratory. The next moment his pride was mixed with first, amazement, then amusement, as the screen revealed a small figure who sleepily waved and said, "Hello, daddy."

As the youngest son of the man who is so largely responsible for making television the important part of American life it is today, it was probably inevitable that Thomas Warren Sarnoff should have selected tv as his field of endeavor.

Born in New York City on Feb. 23, 1927, the young Mr. Sarnoff learned his three R's at Columbia grammar school and then attended Phillips Academy at Andover, Mass. He was an electrical engineering student at Princeton in 1945 when Uncle Sam moved him to Ft. Leonard Wood, Mo., as a combat engineer. He next was transferred to the Army Signal Corps at Camp Crowder, Mo., and then was sent to West Point as a Signal Corps instructor.

Discharged from service in 1946 as a T-4 (sergeant), Mr. Sarnoff returned briefly to Princeton and then went west to Stanford U. at Palo Alto, Calif., where he received his degree in electrical engineering in 1948 and topped off his academic career with a year at Stanford's Graduate School of Business Administration. Now was the time to get some actual on-the-job experience in television and for this Mr. Sarnoff went to ABC-TV which, he says, "at that time had the best facilities on the coast." Starting as floor manager at KECA-TV (now KABC-TV) Los Angeles, he worked his way up to assistant director, then assistant to the production manager and finally supervisor of sales operations of the station, before moving to Metro-Goldwyn-Mayer as a unit manager to get film production experience.

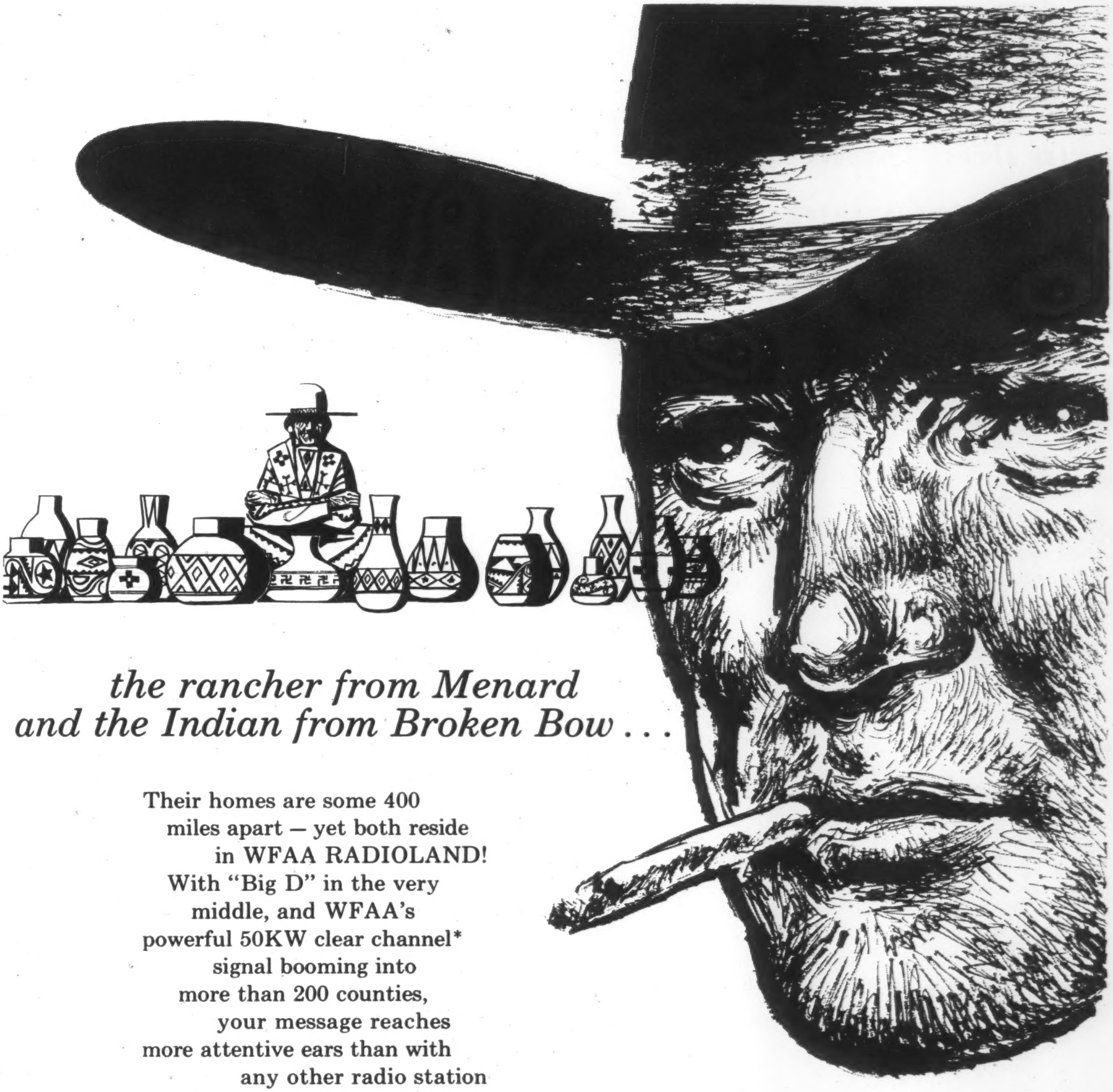
"I was sure I wanted to work in television," Mr. Sarnoff recalls. "It was new and challenging and exciting—a young business made up of young people with young ideas and it seemed to offer lots of opportunity. But I wasn't at all sure what phase of tv I ought to pursue—programming, sales or the business side, so I tried to get some actual experience in them all. I even wrote and produced a few shows at ABC."

In 1952, he joined NBC as assistant to the director of finance and operations for the Pacific Coast Div., subsequently becoming director of production and business affairs, to give the position its present title. Mr. Sarnoff also served as vice president of California National Productions, NBC's film-producing subsidiary, but resigned that post this January when he became vice president of NBC, head of production and business affairs for the Pacific Div.

Like many another young man who has forsaken the eastern scenes of his childhood to carve out his own career, to establish a home and raise a family in the West, Tom Sarnoff is proud of his adopted part of the country and prouder still of its growing importance in his own field. Noting that tv employment and production in California has tripled or quadrupled in the past few years, he declares "we can do things here they can't do back East." Starting from scratch, western tv was able to build studios from the ground up and therefore to effect a more flexible, more efficient arrangement than was possible in the East, where lack of room for expansion made it necessary for tv to take over studios originally designed for radio, he says.

SOUTHERN CALIFORNIA will become even more important as a tv production center as programming moves from black-and-white to color, Mr. Sarnoff believes, and he is confident that that day is not far away. "Color is here, ready for the public, and soon, probably this fall, they'll discover it and rush to buy color sets as they bought black-and-white tv receivers 10 years ago. Color programming is already here and its volume is increasing constantly. Advertisers are already aware of the impact of color commercials and are demanding more chance to sponsor them, despite the relatively small color audience in comparison to black-and-white. By going all out for color, RCA-NBC has taken it out of the early doldrums where we couldn't get sponsors because there were no sets and couldn't sell sets because there were no programs. Color is here now, starting to roll and nothing can stop it."

Mr. Sarnoff and his wife, the former Janyce Lundon, whom he married in 1955, and their five-month-old son, Daniel Jay, live in Beverly Hills, an easy drive either to Tom's Hollywood office or to the Brentwood Country Club, where "I play tennis and am learning to play golf," he says. Most evening hours are spent playing with the baby, watching tv, working on his stamp collection or playing bridge ("My wife is a bridge player, so I have to be") or occasionally going to the movies, "which I still like to do," he states.



the rancher from Menard and the Indian from Broken Bow . . .

Their homes are some 400 miles apart — yet both reside in WFAA RADIOLAND! With "Big D" in the very middle, and WFAA's powerful 50KW clear channel* signal booming into more than 200 counties, your message reaches more attentive ears than with any other radio station in the great Southwest!

And, be it rancher, Indian, business executive, or just "Mrs. Housewife", they combine to make WFAA RADIOLAND one of the richest, biggest-spending markets an advertiser could hope for!

To reach *more* of them, let your PETRYMAN provide the proof of the pudding!

WFAA
820 · 570
50,000 WATTS 5000 WATTS
DALLAS
NBC · ABC · TQN

**shares time with WBAP*

Radio Services of The
Dallas Morning News,
Edward Petry & Co.
National Representatives

WDBJ

for almost 33 years

OUTSTANDING

in

ROANOKE

and Western Virginia

RADIO

by any measurement!

N.C.S. No. 2

Spring, 1956

WDBJ has more than TWO TIMES the DAILY N. C. S. Circulation of Station "B"; more than THREE TIMES the circulations of Stations "C" and "D".

The one they listen to MOST is the one to BUY! Ask your Peters, Griffin, Woodward "Colonel" for the whole wonderful story!

WDBJ

AM • 960 Kc. • 5000 watts

FM • 94.9 Mc. • 14,000 watts

ROANOKE, VIRGINIA

ON ALL ACCOUNTS

Ruth Mayon

IN 1947 the American public discovered television and embraced it wholeheartedly. They stopped talking, stopped reading, stopped playing bridge and, especially, they stopped going to the movies.

Among those whose lives and livelihoods were being affected by tv was a young choreographer, Ruth Mayon. She had left her native Springfield, Mass., for New York, where she danced in a number of Broadway productions, an activity that led to a career as a dance designer in Hollywood.

As she observed options dropping all around her, Miss Mayon realized that her movie days were numbered, so out came the shorthand book, forgotten since high school. Between dance routines, she studied assiduously and by the time the bad news came, she was ready.

Fate landed her in the advertising department of Austin Studios, Southern California photographic chain of some 40 studios, for whom Miss Mayon was soon buying radio time and newspaper space. When the studios changed ownership, she decided it was time to make a change as well and she went to work for Robert J. Black, Los Angeles agency owner. This association worked out so well that when Mr. Black closed his own agency to join Hicks & Greist, she went along. Today, Mr. Black is vice president of the New York agency in charge of the Los Angeles office and Miss Mayon rejoices in the title of time and space buyer.

AMONG the accounts on whose West Coast activities she keeps an eagle eye are Walter Johnson Candy Co., whose Powerhouse bar is currently advertised with tv spots in the Los Angeles market; Sandura Corp., using weekly participations in the *Queen for a Day* telecasts for Sandran (vinyl floor covering); Helm's Bakeries, sponsoring two periods a week of KTLA (TV) Los Angeles' *Tricks & Treats* women's program for appearances by Helm's home economist; Cracker Jack, which has used both radio and tv time in the Southwest, and State Mutual Savings & Loan, which sponsors *Echoes and Encores,* Mon.-Fri. evening half hour on KFAC-AM-FM Los Angeles.

As befits a dancer and a resident of Southern California, Miss Mayon's hobbies are chiefly on the athletic side: skating, swimming, tennis and golf, to which she has recently added the less strenuous art of ceramics.

Businesswise, Ruth is completely optimistic as to the advertising futures of both radio and television. Tv, she says, is already a great medium and is headed for even greater achievements when color comes into its own. And radio, which "has come back with a bang," is "going to go on and on and on" as a primary mass medium.

blue-chip ADVERTISERS

reach

blue-chip CONSUMERS*

through

KWKW

IN SPANISH, OF COURSE!

Barbara Ann Variety Bread
Batter Up
Burgermeister Beer
Cal Mex Foods
Carnation Evaporated Milk
Cheer (Procter & Gamble)
Coca-Cola Bottling Co.
Cocomalt
Creomulsion
Dodge Div. Chrysler Corp.
Eastside Beer
Feenamint & Chooz
Folger's Coffee
Fritos
Hamm's Beer
Hills Bros. Coffee
Italian Swiss Colony Wine
Langendorf Bread
La Pina Flour
Lucky Strike
Pepsi-Cola
Quaker Oats
Las Palmas Chile
7-Up
Sprig
El Pato Produce
White King Soap
William Wrigley Co.

*573,000 SPANISH-SPEAKING LISTENERS IN THE LOS ANGELES AREA

THEY SPEND MORE THAN A MILLION & A THIRD DOLLARS DAILY!

140 HOURS OF SPANISH LANGUAGE PROGRAMMING PER WEEK!

KWKW
PASADENA • LOS ANGELES
Spanish Language Station

L.A.—RYan 1-6744

S. F.—Broadcast Time Sales

WKMH *airs minute-by-minute coverage of drama in the skies!*

FROM SHORTLY AFTER CAPITAL'S FLIGHT 930 REPORTED TROUBLE . . . UNTIL THE LANDING AT WILLOW RUN AIRPORT, WKMH's LISTENERS HAD MINUTE-BY-MINUTE REPORTS

N67952
Capital
Capital Airlines
751
Capital

Photograph Courtesy Detroit Times

While Capital Airline's flight 930 thundered thru the skies toward Detroit's Willow Run Airport for a crash landing, thousands of Detroit area listeners heard detailed reports of the entire drama. First reported shortly after 1 p.m., WKMH newscasters kept listeners informed of the frantic efforts of crew members to repair a disabled landing gear. WKMH's Mobile News Cruiser continued coverage of the tense drama right thru to an on-the-spot description of the plane's actual landing. WKMH *stays* with the news . . . and listeners *stay* with WKMH.

Save up to 15%

by using two or more of these powerful stations:

WKMH Dearborn-Detroit	**WKMF** Flint, Mich.
WSAM Saginaw, Mich.	**WKHM** Jackson, Mich. Jackson Broadcasting & Television Corp.

USE ALL 4 STATIONS . . . SAVE 15%
USE ANY 3 STATIONS . . . SAVE 10%
USE ANY 2 STATIONS . . . SAVE 5%

WKMH RADIO HUB OF THE MOTOR CITY

WKMH

DEARBORN—DETROIT

5000 WATTS

FRED A. KNORR, Pres. JOHN CARROLL, Mg. Director

Represented by Headley-Reed

KNORR BROADCASTING CORP.

COVERAGE SOARS ON SIX!

1956 Nielsen Coverage Service report for the WCSH-TV market coverage area in southern Maine, eastern New Hampshire and Vermont, encompassing 22 counties, shows . . .

76 percent reached monthly

74 percent reached weekly . . . and

a daily average circulation as high as 59.6 percent.

No other television station has comparable viewer acceptance in Maine and eastern New Hampshire.

WCSH-TV
PORTLAND, MAINE

NBC
Affiliate

channel 6

WEED - TELEVISION
Representatives

IN THE PUBLIC INTEREST

Nearly Half of Cancer Checkups Credited to Radio-Tv Appeals

APPEALS on radio and television were responsible for 45% of all registrations for cancer checkups last spring at the New York U.-Bellevue Cancer Prevention and Detection Center, American Cancer Society officials, last week told a luncheon meeting of media executives in New York.

The meeting was held in preparation for the April Cancer Crusade, which has set a campaign goal of $30 million for 1957. The meeting consisted of a discussion of radio-tv materials which will be offered to stations and networks.

WCAU-TV Presents Tax Forums

WCAU-TV Philadelphia reports it was flooded with telephone calls last week when it presented a forum on federal income tax problems. Titled, "Is It Deductible?", the program provided 20 tax experts from the regional revenue office, led by L. A. Chamberlin, regional commissioner, to answer questions. Listeners were asked to call in with their problems and then they were answered on the air. WGBI-TV Scranton, Pa., affiliated with WCAU-TV, also carried the program.

Jaycees Have Their Day

JUNIOR Chamber of Commerce members took over WGFS Covington, Ga., Feb. 27 for Jaycee Radio Day. Jaycees did all announcing and sold the day's radio time to benefit their teen-age safe driving program.

Valentine Bonus Via Radio

BILLY WILLARD got 1,200 valentines this year. Billy, who is kept at home by a blood ailment, was mentioned on the Jack Bennett show, CFPL London, Ont. A request for mail brought the 1,200 letters and $102 to the eleven-year-old boy.

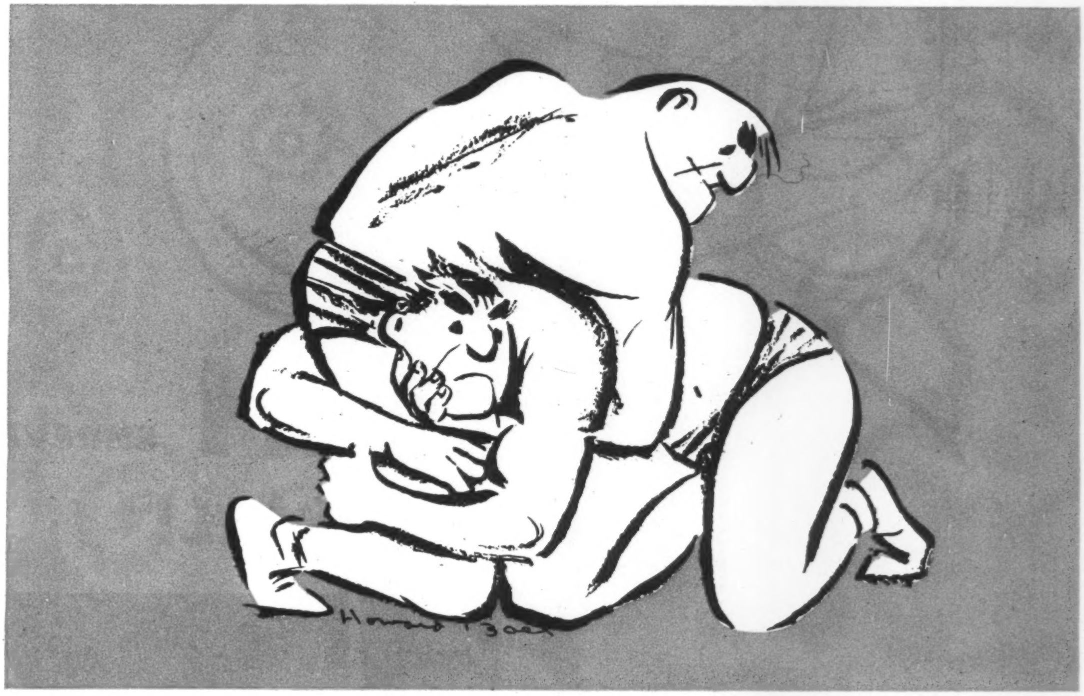
IDOL OF THE CROWD

A LA Rudolph Valentino, a personal appearance by Tab Hunter, current Hollywood bobby sox idol, produced near bedlam at a Baltimore intersection, but helped WITH Baltimore last month collect 173,000 "Red Pennies to Combat Red Aggression" to aid Hungarian refugees through CARE.

Scheduled to appear on the afternoon Joel Chaseman show, broadcasting from the WITH "Show Window Studios" at one of the city's principal intersections, Mr. Hunter drew an estimated 3,000—mostly teenagers—who completely blocked rush-hour traffic. Result: Mr. Hunter's interview was cut short by the Baltimore Police Dept.

In the saner, earlier phase of the WITH's appeal, the music station's "Big Seven" disc jockey team, led by morning man Buddy Deane, appealed to Marylanders to send in "one red cent" apiece and CARE-audited totals showed a final tally of 173,000 pennies in the drive.

WHO'S ON TOP?



Why, NTA, of course...

with typical ratings on feature films like this:

In Chicago...

31.6 Rating **88.5% Share**

(ARB)

With the two bruisers shown above, you can't always tell which one's on top, but in contests that *aren't* fixed, such as television, there's less confusion.

For example: NTA's fabulous feature films, which consistently *outrate competition* almost everywhere. The figures etched upstairs resulted when "Since You Went Away" was shown on Chicago's WGN-TV, where it was the city's *top-rated feature film in December, almost doubling* the rating of the next best rated feature film.

That's typical of the ratings pinned to the mat by NTA's feature films from here to Catalina. Why not...when they derive from not one but a whole slew of distinguished producers, such as 20th Century-Fox, to name-drop just a little.

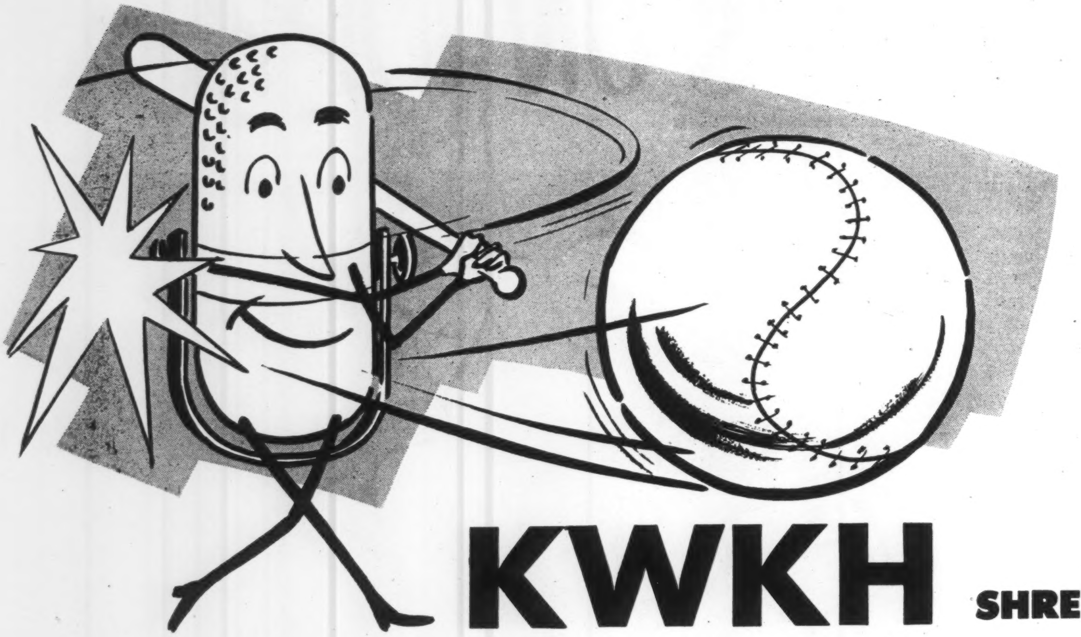
So who's on top in the rating story? Why NTA and its buyer-stations, of course! A call, wire or letter can't hurt.

NTA

It Figures!

NATIONAL TELEFILM ASSOCIATES, INC.

60 W. 55th STREET • NEW YORK 19, N. Y. • PHONE: PLAZA 7-2100



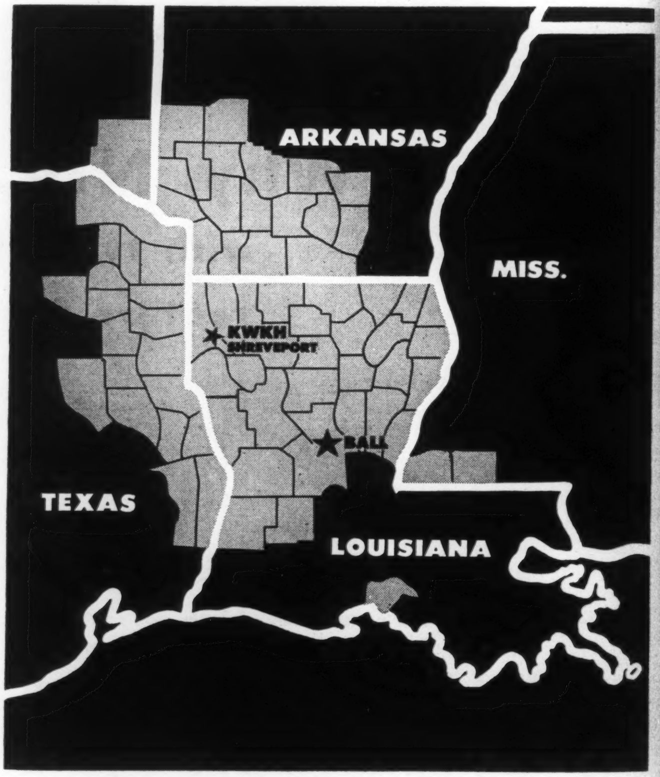
KWKH SHREVEPORT

SWINGS AWAY AT BALL!

KWKH sports a mighty fancy *listening* average throughout its 140-county Nielsen coverage area—including many towns like *Ball* (La.), 110 miles southeast of Shreveport.

In Shreveport itself, latest Pulse figures credit KWKH with top rating in 55% of all daytime quarter hours—*in 100% of all nighttime quarter hours!*

In *listeners-per-dollar,* KWKH beats the second-best station by 89.4%. Get all the facts from The Branham Company.



KWKH Nielsen coverage map (NCS No. 2, Nov., 1956) showing counties with daytime weekly audience of 10% or more of total homes. Nielsen actually credits KWKH with measurable audiences as far distant as Luna County, New Mexico!

KWKH

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co. Representatives	Henry Clay General Manager	Fred Watkins Commercial Manager

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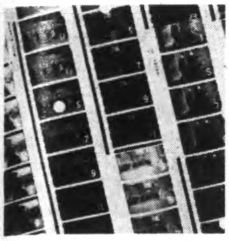
BROADCASTING
TELECASTING

Vol. 52, No. 10 MARCH 11, 1957

FILM BARTERING IS NOW BIG BUSINESS



- **Variations on the theme are many—and widespread**
- **Glut of movie output forces deals, distributors say**
- **Is it ethical? You can get arguments on both sides**

A WHOLE new system of sales techniques is gaining prominence in the television film business as the problem of getting full mileage out of both syndicated and feature films becomes more acute with the constant outpouring of new product.

Advertisers as well as film distributors are taking the initiative in advancing the new system, which in essence consists of variations on the not-so-new concept of bartering films for time.

Many practitioners of the so-called barter concept variations deny that what they are doing is "bartering." Others, while acknowledging that they have "barter arrangements," are disinclined to discuss them in detail—although to a man they uphold the principle as ethical and proper. A few openly proclaim their arrangements as barters—sometimes to the discomforture of stations with which they are doing business.

The newness of the barter technique is not in the idea itself, but in the variations which are being developed and, more particularly, in the extent to which the concept and the variations are gaining currency. Stations throughout the country are participating in one or another of the plans, including stations owned by some of the nation's major group owners and several network-owned stations.

Growth of the techniques is attributed primarily to the problem of continuing to place films which already have had one, two or several runs, plus the last years' freeing of millions of dollars worth of motion picture films for use on television. Distributors employing plans of this nature not only insist that the arrangements are ethical and above-board, but also that the practice is going to become more and more widespread—and more and more accepted. Trading off a dollar's worth of unsold time for a dollar's worth of film, they maintain, is as good as "found money" for the station and beneficial to the distributor as well.

One basic variation involves the exchange of money rather than a simple assignment of a specified amount of spot announcement time in return for a specified film package. That is, a distributor may agree to sell a package to a station for a set price—but at the same time agree to pay the station an equivalent (or lesser, in some cases) amount for spot announcement time. The amount paid for the time may or may not be at the card rates depending upon the respective bargaining abilities of the negotiators. The distributor then sells the time to advertisers at a price which, again, may or may not be at the station's card rate.

Those willing to discuss their negotiations almost uniformly insist that the time is bought, at, not under, card rates. In another variation, it is the advertiser who takes the initiative, acquiring films and negotiating with the stations. Or the distributor may sell spots within his films to an advertiser, and then find stations—in markets of interest to the advertiser—to buy the package with built-in sponsorship.

How About Reps, Agencies?

For the most part, it appears that station representatives get their commission regardless of how the time is sold or traded. At least they do if their contracts with stations are "exclusive" and call for a commission on all spot time sales, however sold. Agencies may or may not be so fortunate, sometimes being by-passed on direct sales.

The distinction—dubious or not—of having masterminded the barter technique in tv generally is accorded Matty Fox, currently president of C&C Television Corp., who last summer effectuated a far-reaching bartering agreement with International Latex Corp. More than five years ago, however, Mr. Fox began bartering feature films of his Western Television Corp. and in the process reportedly accumulated enough time on stations throughout the country to acquire about $1 million in stock of C&C Super Corp., New York, to which Mr. Fox assigned his quota of announcements. Many of these same features are reported to be running on about 200 stations throughout the country in a barter deal for Hazel Bishop, with Guild Films holding distribution rights to them. Guild Films obtained these distribution rights several years ago when it assumed a large portion of the catalogue of Motion Pictures for Television, Mr. Fox' tv distribution firm.

Whereas other distributors largely have been reticent to discuss trades, Mr. Fox has made it a pivotal feature of his operations. Under C&C Tv's plan, a station may assign to the distributor a specified number of spot announcements—in some cases 10 a day—in return for the RKO library of feature film. Or the station may pay for the library and receive, in return, payment for the agreed-upon amount of spot announcement time.

Last summer C&C entered into an agreement with International Latex Corp. under which the film company pledged to deliver 10 announcements (minutes and 20 seconds) daily for seven days a week on 100 stations over a five-year period. In return Latex reportedly agreed to pay C&C some $20 million. The time to which C&C got rights in its negotiations with stations is turned over to Latex for commercials promoting Latex products.

E. H. Ezzes, vice president and general manager of C&C Tv, told B•T that he felt the sales made to date under this arrangement "are an indication that stations understand the unique opportunity of paying for film with unsold tv announcement time, an asset previously wasted by every tv station in the country."

King-Shore Films Ltd., New York, engages in film-for-spot trading for Seaboard Drug Co., New York, sponsor of the new syndicated *Errol Flynn Theatre*. Seaboard sponsors the series in 150 markets, approximately 100 of them on the barter basis.

In this arrangement, King-Shore negotiates with a station in exchange for spot announcements on behalf of Seaboard's Mericin. Waterman pen, which is distributed by Seaboard, is involved only in a minor way, according to King-Shore. Transactions vary, although the distributor did not reveal details.

This is the initial use of television by Seaboard, a big radio advertiser. Its sponsorship of *Errol Flynn* began only recently [B•T, Feb. 18].

Charles Antell Inc., Baltimore, is a big booster of the bartering method. According to Antell, it has been swapping film for station time for only the past nine months and already has $2 million (gross per year) in it.

This film-for-spot empire reaches 92 tv markets and, according to Paul Venze Assoc. of Baltimore, Antell's agency, the firm will expand further into as many markets as it can. As detailed to B•T by the agency, this is what the Antell dealing entails:

Charles Antell (for its Formula 9 hair spray and men-women shampoo products) claims access to any and all types of film—syndicated half-hours of features—which a station might want. It uses two distinct methods of time-spot trading.

One of these essentially is a straight film-time exchange, the station handing spot announcements to Antell which are equivalent in value to the film and based on the stations' rates.

The other method is somewhat more complicated but the one used most by Antell and the type of barter that Antell finds has appealed most to the stations. Unique in this system is an actual exchange of checks in payment, which, as it was expressed to B•T "takes the curse off the word 'trading.'"

In this approach, Antell contacts stations for their interest in a time-film deal. Once Antell has about 12 or 15 stations tentatively lined up, the advertiser signs a contract with a distributor for specific film, thus obtaining a lower price than it would get for a one-market sponsorship.

Stations are negotiated and signed individually, however, Antell receiving a check in payment for the film from the station and in return paying the station in check for the spot announcements received. Antell signs for 52 weeks to receive the maximum in discounts.

As a measure of how Antell has refined its method: The agency has an experienced film buyer who assesses the value of the film according to the type of market and the station rates. Thus, the number of spots received in return would depend on the value of the film and the card rate according to each market.

As explained by Antell's agency, the firm actually acts in the role of a wholesaler between the distributor who is able to place his product in a number of markets, and the station which can get the film at low cost and also fill up empty spots in its availability schedule. Film distributors reportedly used at one time or another by Antell: NBC Film Div., Interstate Television Corp., ABC Film Syndication, Bernard Shubert Inc., Official Films, "some" Guild Films and RKO Television (although RKO Television said no deal had yet been made).

ABC Film Syndication division spokesmen told B•T their firm has sold seven different packages to Antell covering a total of 17 markets. But they noted that ABC Film sold the packages directly to Antell and was not involved in barter. Their arrangement includes such series as *Passport to Danger, Code Three, Playhouse of Stars,* and "Anniversary Package" of feature films. A spokesman said the cost to Antell was lower than for a single station sale because of the large purchase.

From Official Films, Antell has obtained on barter such series as *Cross Currents, My Hero, Willy, Colonel March, This Is Your Music,* and *The Scarlet Pimpernel.* The series are reported to be carried on more than 70 markets.

A spokesman for Official expressed the view that barters will be increased in use as more product goes through various re-runs and certain stations find slots for them that normally are unsponsored. He voiced the belief that a distributor views this arrangement with favor for some of its product in certain markets because these transactions are made with a minimum of effort and expense to the distributor.

NBC Film reported that the only barter-type transaction it has made with Antell has been on *Paragon Playhouse* in one market on the West Coast, and said it has no immediate plans for other programs.

Antell has obtained *Mr. and Mrs. North* from Bernard Schubert Inc. for showing in 33 markets. Wallace Lancton, general manager of Schubert, said he viewed the emergence of the barter with mixed feeling but believed "It's a situation we have to live with because so many distributors are doing it."

HE LED THE WAY

MATTY FOX

PIONEER IN FILM-TIME TRADING

Schubert also has arrangements with Hazel Bishop for use of *Tv Reader's Digest* on a barter basis in 10 markets.

Mr. Lancton, who reported that he was associated with Antell in an executive capacity during the years that that company helped develop this sales pattern, said there was "no fast rule" as to the participation of agencies and station representatives in such arrangements. Station representatives are most helpful in lining up stations, he said, and they are paid by the outlets they represent. In other cases, advertisers deal directly with the station, and the representative may or may not be paid. In general, this practice applies to agencies too, he said, and payment to agencies depends largely on the largesse—or lack of it—of the advertiser.

Mr. Lancton contended that much of the product traded is "junk," though he called Schubert's *Digest* and *Mr. and Mrs. North* "good quality film." He felt that many stations could not otherwise obtain programming—good or bad—without such bartering.

RKO Television acknowledged that discussions have been conducted with Antell regarding bartering some of its feature films and serials but said no agreement has been reached. A spokesman reported that RKO Television is seriously considering a trade, pointing out the arrangement has made "a good track record" to date.

He stressed that some of the owned stations of the major tv networks have entered into barter deals and RKO Television will follow suit, although it does not intend to barter its films for "peanuts." Without saying so, he hinted that Antell had not made a favorable offer.

Sy Weintraub, executive vice president of Flamingo Films, New York, acknowledged freely that over the past three years his company has completed several such transactions. Mr. Weintraub indicated that he and his associates have become "real masters" at setting up various approaches to the barter system, but declined to elaborate. He was at one time a top-level executive with Motion Pictures for Television, in association with Matty Fox, and reported he has added "new tricks" to those he learned at MPTV.

At Flamingo, Mr. Weintraub said, he has received time for some of the features the company distributes and for some of the 15- and 30-minute syndicated series. He preferred not to discuss the advertisers involved in trades, although he hastened to add that he considered such transactions "ethical and above board." He confirmed that Reddi-Wip, in which Flamingo held an interest, had bartered films for spots.

Sterling Drug Co. is perhaps one of the oldest traders of time for film, having begun its "bartering" in mid-1954. Sterling owns three film series which it bought, after the series had network exposure, for an estimated investment of approximately $1,750,000. These series include 57 episodes of *Mark Saber,* 52 episodes of *The Pendulum* and 39 episodes of a series titled *Uncovered* (both *Pendulum* and *Uncovered* were seen on network tv as *The Vise*).

The Thompson-Koch agency in New York acts as the distributor for Sterling, licensing the films in individual markets and receiving spot announcements for Sterling in return. Products advertised are Bayer's aspirin, Phillips milk of magnesia and Ironized yeast.

At present, Sterling is in about 170 markets for each of the film series, most of these markets duplicated (some include all three series in a package deal). Contract is made between Thompson-Koch and the station with the agency receiving its regular commission.

Official Films is using what it calls "a new sales approach, not a barter" in selling 80 half-hours of *American Legend* (re-runs of *Cavalcade of America*) under this plan [BT, March 4]. National advertisers may buy middle commercials and/or opening billboards five days weekly in 50 to 70 markets, making purchases directly from station but Official indicating where the series is available. Official has spotted the first group of 39 programs in more than 50 markets.

NEW ADVERTISERS' GUIDE SHOWS 2,928 PRODUCTS USED SPOT TV

A TOTAL of at least 2,928 different product brands relied on spot or local television in 17 U. S. markets to promote sales during the fourth quarter of 1956.

This was revealed last week as Broadcast Advertisers Reports published its first *National Guide To Local, Regional And Spot Television Advertiser,* showing how 1,101 national and major regional brands and 1,827 local or smaller regional products used tv in the 17 markets covered during the three-month period [CLOSED CIRCUIT, March 4].

To be issued quarterly, the *National Guide* is based on monitoring of stations by tape recorders and is described by BAR officials as the first compilation of precise on-the-air schedules of all tv advertisers in all the markets surveyed. A total of 6,820 hours was spent monitoring 62 stations in the 17 cities in order to compile the data. A full week of monitoring in each market served as the base, so that the total of 2,928 tv brands is a minimum for the quarter.

BAR has been reporting on radio and tv commercial activity by monitoring networks and also stations in individual markets for approximately four and a half years, but the *National Guide* marks the first time the spot and local data for the separate markets has been brought together to show the activity of each advertiser in all of the markets. While the first *National Guide* covers 17 markets, BAR currently has expanded its monitoring to include a total of 20 which will be the basis of the next quarterly report.

The *Guide* shows the exact time of day, within 15 minute segments for each announcement for each product. Announcements are described in terms of program sponsorships, participations, station breaks, or IDs. The entire broadcast day of each station is covered—from 7 a.m. to 1 a.m. —for a full week.

Indicative of the size of spot and local television's client list, the report breaks the tv-advertised brands in the 17 cities into 44 major categories (plus miscellaneous) and sets up almost 200 sub-categories ranging from additives to wines.

Another example of the range of television users: the appliances and appliance stores category lists time purchases made by 75 national, regional and multi-market advertisers within the 17 cities, plus 93 local-market advertisers.

The food products category shows 586 different brands, including 30 different brands of coffee alone.

The *Guide's* data is offered in two forms: (1) A quick summary of each advertiser's activity, with a page reference to another section giving (2) a detailed listing of each advertiser's time purchases, city by city, with complete information on amount of time, program involved, and time carried.

The "Quick Summary" on Marlboro Cigarettes, for instance, rounds up Marlboro's activity during the monitored week as follows in tabular form (the cities also represent the list of markets covered in the *National Guide,* since Marlboro was in all 17 markets):

In Atlanta, one program and seven spots; Baltimore, one program and seven spots; Boston, one program and five spots; Chicago, one program and four spots; Cincinnati one program and four spots; Cleveland one program and seven spots; Columbus two programs and five spots; Detroit eight spots; Los Angeles four spots; Minneapolis two programs and four spots; New York eleven spots; Miami one program and three spots; Milwaukee one program and six spots; Philadelphia six sports; Pittsburgh five spots; San Francisco two spots, and Washington thirteen spots.

The appropriate page in the city-by-city listings then shows what programs and spots Marlboro bought at what time and on which stations.

Simultaneously with publication of the *National Guide,* which BAR calls "the first real measure of local and national spot television," the monitoring-reporting firm is expanding its services to include a number of "by-products" derived from information gathered for the basic studies. Examples:

- A quarterly report on spot films. This will cover each syndicated film program carried in any of the monitored markets and will show: (1) name of program; (2) advertiser or advertisers using it in each market; (3) type of sponsorship (program, participations, etc.) by each advertiser in each market; (4) distributor of the program; (5) station carrying it and at what time; (6) program's average ARB rating in each market. This report also will show the same information by advertiser, compiling under each sponsor's name the full list of syndicated films he sponsors, time involved, etc. The first quarterly spot films report for 1957 will include details on major feature film packages as well as syndicated films.

- Special analyses of tv and/or radio activity, to be made on order for agencies, advertisers, networks, or stations.

In the "Special" category BAR has prepared, on order from several agencies, a study of "Cold Remedies in Television," covering both network and spot. Based on monitoring in seven major markets, this shows that in the average market during an average week in January some 15 cold remedies carried a total of 142 commercials (52 on network shows, 90 placed on a spot basis). Details as to advertisers and brands, also are given in city-by-city breakdowns.

A special study of beer advertising in three cities has been compiled as another example of what can be done in the way of special studies.

- This sample shows that in Detroit during the week ended Oct. 14, 1956, a total of 16 beers had 98 commercials on television and 631 on radio, and gives details on each brand. Similarly, it is shown that in Los Angeles 17 beer advertisers had 291 television and 466 radio commercials, while in Pittsburgh 14 beers were on the broadcast media with 34 tv and 279 radio commercials in a week's time.

Another special study example is a Product and Brand Time Analysis of Appliance Advertisers Using Network Television during a full year's span. This covers 25 advertisers who aired network commercials in behalf of appliances during the 12 months ended in August 1956. It shows, for each, the alloca-

QUOTH THE RATINGS NEVER MORE

THE rating whirl—advertisers seeking ratings and measuring their advertising effectiveness thereby—was punctured Tuesday by Ben Gadalecia, associate director of research at BBDO, New York.

Mr. Gadalecia, who appeared at a timebuying and selling seminar of the Radio & Television Executives Society, warned that the rating services have come to believe everybody else "lives in their world" and as a consequence, in many instances, advertisers "live for ratings."

He was critical of the practice of "impressing" rating services and called upon the industry to measure advertising effectiveness according to how it moves or sells goods.

Mr. Gadalecia's remarks were made following his reading of a speech by Fred B. Manchee, BBDO executive vice president and treasurer, that originally was delivered at a sales executive club seminar in New York last July.

In that talk, Mr. Manchee had called for media research which would answer how an advertisement performs in terms of sales effectiveness. While he found no ready answers to this need, Mr. Manchee had suggested the following steps be taken:

- First, face the fact that the problem is a major one for the advertising industry and its researchers, and that motivation research, while stimulating and salutary, does not answer all questions.

- Follow with a research program to determine a method for measuring sales effectiveness. Begin the program with an examination of work completed and a pilot study series seeking out relationships —probably to be handled through the Advertising Research Foundation and financed by the industry.

RTES, meanwhile, announced that Robert E. Steers, president of Doherty, Clifford, Steers & Schenfield, New York, has been slated to address the seminar on March 19 on "Media As A Career." Scheduled for tomorrow's luncheon is a discussion of new trends in rate cards by Ben Margolis of CBS Television Spot Sales and Ann Janowicz, broadcast buyer of Ogilvy, Benson & Mather.

TV NETWORK BUYS AND BUYERS

THE increased spending by blue chip advertisers in network television last year (total gross for all networks: $488,167,634) brought with it a number of firsts, among them:

- Procter & Gamble, the top buyer of network time in 1956, purchased, at gross rates, before discounts, a record $43,449,027, nearly $9.5 million more than its 1955 network tv allocation.
- All of the advertisers in the top 10 for the year spent more than $10 million in network time compared to eight in 1955.
- The number of product groups showing $10 million or more for the year grew from seven in 1955 to nine in 1956.
- Procter & Gamble in December came within a hair of the $4 million monthly mark, actually reaching $3,928,743, or $800,000 more than in December 1955, or more than the whole expenditure in network tv in 1956 by all national advertisers in the apparel, footwear and accessories product category.

The big money in network last year came from national advertisers of foods, toiletries, soaps, automobiles, tobacco, drugs, household equipment, radio-tv sets and industrial materials, ranked in that order. These were the same categories as in 1955 but with the addition of radio-tv sets and industrial materials.

Together the categories accounted for more than $429 million out of the total of over $488 million spent for tv network time in 1956.

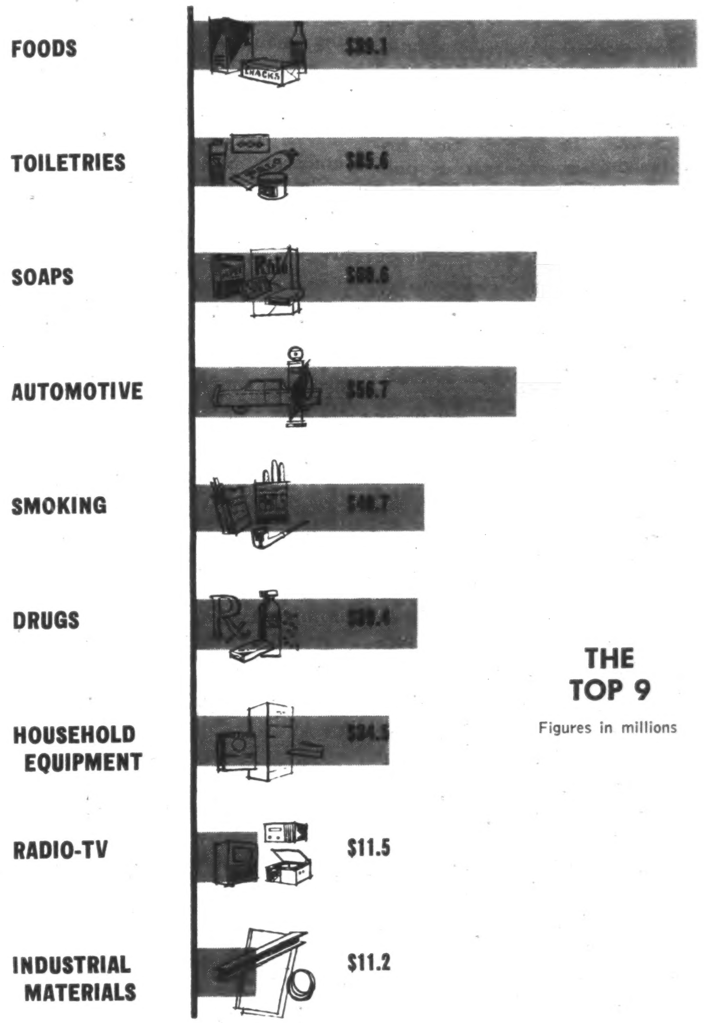
The makeup of the top 10 tv network clients for 1956 reflected these purchases. Colgate-Palmolive, which spends most of its network tv ad dollars for toiletries products and some for soap, was second among the blue-chips. Gillette, also big in toiletries, was No. 7. The big three auto firms, General Motors, Chrysler and Ford, all spent more in 1956 than in the previous year. In the drug field, American Home Products, which had failed to place in 1955, was No. 5. R. J. Reynolds spent the most in the tobacco category, General Foods in foods.

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS DURING DECEMBER AND FULL YEAR 1956, COMPARED TO 1955

LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING DECEMBER 1956

	Dec. '56	All '56	Dec. '55	All '55		
AGRICULTURE & FARMING		499,311	32,300	134,577		
APPAREL, FOOTWEAR & ACCESS.	292,814	3,489,000	233,799	2,828,170	BEST FOODS	84,508
AUTOMOTIVE, AUTO EQUIP. & ACCESS.	4,774,775	56,729,835	5,399,187	47,059,360	CHRYSLER	1,938,507
AVIATION, AVIATION EQUIP. & ACCESS.			10,492	133,947		
BEER, WINE & LIQUOR	759,581	7,679,592	752,858	7,588,396	JOSEPH SCHLITZ BREWING	214,260
BLDG. MATERIALS, EQUIP. & FIXTURES	180,590	3,267,087	98,088	1,860,776	GENERAL ELECTRIC	67,170
CONFECTIONERY & SOFT DRINKS	879,201	8,742,417	1,172,417	8,113,792	COCA-COLA	284,113
CONSUMER SERVICES	243,174	2,600,889	34,080	1,173,357	AT&T	243,174
DRUGS & REMEDIES	3,975,777	39,428,048	2,591,934	23,280,306	AMERICAN HOME PRODS.	1,245,962
ENTERTAINMENT & AMUSEMENTS		84,281		13,141		
FOOD & FOOD PRODUCTS	8,156,017	89,054,700	7,254,841	79,988,578	GENERAL FOODS	1,480,519
GASOLINE, LUBRICANTS & OTHER FUELS	378,753	4,198,026	517,225	4,994,750	GULF OIL	183,273
HORTICULTURE		211,185	35,268	146,978		
HOUSEHOLD EQUIP. & SUPPLIES	2,579,171	34,526,366	2,870,470	31,548,849	GENERAL ELECTRIC	576,811
HOUSEHOLD FURNISHINGS	235,025	3,038,527	230,261	2,570,634	ARMSTRONG CORK	172,300
INDUSTRIAL MATERIALS	1,466,987	11,241,891	941,889	7,507,334	ALCOA	329,153
INSURANCE	500,536	4,924,495	380,811	2,219,079	PRUDENTIAL	293,085
JEWELRY, OPTICAL GOODS & CAMERAS	747,694	6,383,395	510,032	4,834,779	BULOVA WATCH	310,965
OFFICE EQUIP., STATIONERY & WRITING SUPPLIES	441,268	4,153,682	718,923	5,921,867	W. A. SHEAFFER PEN	148,401
POLITICAL		2,655,630				
PUBLISHING & MEDIA	247,762	2,046,581	34,295	708,621	TIME INC.	247,762
RADIOS, TV SETS, PHONOGRAPHS, MUSICAL INSTRUMENTS & ACCESS.	680,780	11,469,607	616,765	8,096,483	RCA	222,984
RETAIL STORES & DIRECT BY MAIL				10,392		
SMOKING MATERIALS	3,795,564	40,746,531	3,869,086	42,121,762	R. J. REYNOLDS TOBACCO	904,172
SOAPS, CLEANSERS & POLISHES	5,266,134	60,559,298	4,431,586	45,967,555	PROCTER & GAMBLE	3,417,699
SPORTING GOODS & TOYS	110,240	938,267	184,694	697,408	IDEAL TOY	80,432
TOILETRIES & TOILET GOODS	8,447,750	85,571,670	6,190,022	74,175,005	COLGATE-PALMOLIVE	1,288,972
TRAVEL, HOTELS & RESORTS	133,833	649,581	43,830	508,140	PAN-AMERICAN	133,833
MISCELLANEOUS	468,145	3,277,742	243,464	2,695,023	QUAKER OATS	133,147
TOTALS	44,761,571	488,167,634	39,398,617	406,899,059		

Source: Publishers Information Bureau



The gross time purchases of network advertisers in each of these product classifications were more than $10 million in 1956. Together, the nine categories accounted for $429,327,946 of the total $488,167,634 spent for tv network time last year.

TOP TEN ON TV NETWORKS—DEC. 1956

1.	PROCTER & GAMBLE	$3,928,743
2.	CHRYSLER	1,938,507
3.	COLGATE-PALMOLIVE	1,626,009
4.	GENERAL FOODS	1,480,519
5.	AMERICAN HOME PRODS.	1,409,287
6.	GENERAL MOTORS	1,222,358
7.	GILLETTE	1,116,579
8.	FORD MOTOR	1,034,537
9.	LEVER BROS.	909,792
10.	R. J. REYNOLDS TOBACCO	904,172

TOP TEN ON TV NETWORKS—1956

1.	PROCTER & GAMBLE	$43,449,027
2.	COLGATE-PALMOLIVE	19,880,282
3.	GENERAL MOTORS	19,086,646
4.	CHRYSLER	18,198,264
5.	AMERICAN HOME PRODS.	15,758,019
6.	GENERAL FOODS	15,688,789
7.	GILLETTE	15,257,871
8.	R. J. REYNOLDS TOBACCO	11,424,421
9.	LEVER BROS.	11,322,643
10.	FORD MOTOR	10,316,421

tion of network time according to specific products. For instance: The Whirlpool Washer got 34.4% of RCA's commercials on the *Martha Raye Show* and 36.5% of those on the *Milton Berle* program, while television sets were the big item promoted on *Producers' Showcase* (49% of all RCA commercials) and during RCA's portion of the Democratic and Republican political conventions (67.5% of RCA commercials during the Democratic and 55.2% during the GOP convention).

BAR officials are pointing out to agencies and advertisers that there are "almost endless possibilities for other special analyses, according to whatever you need," and that these can be supplied on relatively short notice since all can be derived from information gathered week in and week out for the BAR basic reports.

These basics are (1) the network reports, issued separately each week for radio and television, and (2) the individual market reports, also published separately for radio and tv and issued on regular schedules determined by the buyers' needs. BAR authorities report that 61 tv stations already are committed for local studies during 1957.

In addition to special analyses, BAR also can furnish advertisers and agencies with transcripts of specific commercials—their own or those of competitors—as well as supply information on such matters as copy changes instituted in competitors' commercials.

Some segments of the BAR service—for instance, the *National Guide* and the spot films quarterlies—are available at $300 a year, while top price for full service, including all individual market reports, is approximately $2,000 a year. Prices of special reports depend on the project involved.

In addition to the 17 markets covered in the first issue of *National Guide* (see Marlboro list), St. Louis, Dallas-Fort Worth, and Seattle are being added this spring.

Grant Emphasizes P.R. Service In New Board, V.P. Promotions

FORMATION of a public relations plans board and election of three vice presidents and directors were announced by Grant Adv. Inc. last week in a move to harness that activity more firmly to advertising and merchandising programs of its clients.

J. Robert Conroy was named vice president and public relations director for Grant's Detroit office and national director of the agency's Dodge News Bureau, it was announced by Lawrence R. McIntosh, executive vice president-manager of Grant-Detroit. Also promoted to vice presidents and directors were Tom Johnston, Grant-New York, and George Sampson of the Los Angeles operation.

Messrs. Conroy, Johnston, Sampson and Jack P. Bailhe, vice president-director of Grant's domestic and international public relations activities, will comprise the new board. The public relations network also operates in Chicago, Miami, Dallas, Portland (Ore.) San Francisco and Dayton, Ohio. John O'Reilly heads the Grant-Chicago office.

ANA DELEGATES TO GET BRIEFING ON AGENCY COMPENSATION STUDY

- **Association's spring meeting opens this Wednesday**
- **Record attendance expected at Hot Springs, Va.**

AN interim report on the Assn. of National Advertisers' study of agency services and compensation methods will furnish a highlight of the four-day 48th ANA spring meeting which convenes Wednesday at The Homestead, Hot Springs, Va.

A record attendance approaching 350 of the country's leading advertisers is expected for the meeting, which has been extended from three days to four this year in order to accommodate a greater number of informal discussions. Robert J. Gunder, director of advertising and sales promotion for Hamilton Watch Co., is program chairman for the meeting.

The interim report on the ANA study of the services and compensation of agencies —a subject which has created a stir in both advertiser and agency fields for more than a year—will be presented at a Friday afternoon session. John McLaughlin, director of sales and advertising for Kraft Foods and chairman of the ANA special study committee on agency compensation methods, will discuss the interim report. He also will introduce Prof. Albert W. Frey of the Tuck School of Business Administration, Dartmouth College, who was commissioned by ANA last October to undertake the study [B•T, Oct. 29, 1956].

Prof. Frey, who in the intervening months has been engaged in field research for his analysis, is slated to indicate to the ANA members on Friday what they may expect from his final report, which is due for delivery at the ANA annual meeting next fall.

In brief, the study was authorized in hope of providing basic information on which individual advertisers can make up their minds whether to continue, abandon, or amend the long-established 15% media commission system of agency compensation.

This week's spring meeting will have other new features, including the latest ANA survey of members' advertising plans. This just-completed survey, to be released at the opening session on Wednesday morning, is based on replies from 279 ANA member companies whose advertising expenditures total more than $1 billion.

An agency guest, President Norman Strouse of J. Walter Thompson Co., will open the Monday afternoon session with a discussion of "The Seven Areas of Opportunity"—an analysis of the challenges facing both agencies and advertisers in creating the "wants" necessary to achieve a possible $600 billion economy by 1965-67.

Another agency guest, Ralph C. Robertson, vice president and marketing director of Geyer Adv., will offer examples of stretching advertising dollars through improved media strategy in a presentation on "How to Get Maximum Results From Your Advertising by Gearing Media Strategy to Marketing Needs."

Jesse Robinson, Carstairs advertising and sales promotion manager, Calvert Distillers Co., will detail a case history showing how "Direct Mail Advertising Keyed to Salesmen's Calls Provided a Needed Tonic and Stepped Up Sales." In another case history, Frank Harrington, manager of public relations and advertising for North America Companies, will show how his firm developed a program that sold $2 million worth of insurance in three weeks.

Irving Kahn, president of TelePrompTer Corp., will show that electronics and new-fashioned salesmanship can team up to increase the effectiveness of live presentations without a corresponding increase in costs. His presentation, specially prepared for the ANA meeting, will be on "Group Communications—A New Dimension in Advertising." It will demonstrate techniques for putting new life into company, sales and dealer programs.

The Thursday morning session will feature a panel on "My Best Ad—And Why," with a group of ANA members outlining the stories and plans behind their most successful broadcast or print advertising programs. Panelists will include Mrs. Josephine N. Shea, Crucible Steel Co. of America; Albert Barber, Dan River Mills; Don Cady, Nestle Co.; Al Thiemann, New York Life Insurance Co.; Charles Moosbrugger, Minnesota Mining & Mfg. Co., and Robert Whitney, Yale & Towne Mfg. Co.

A set of principles developed by AT&T to help guide creative people working on its advertising, and progress made in predicting the attitude-influencing power of its advertising *before* it runs, will be sketched by C. T. Smith, of the company's market and opinion research department. His presentation, with actual advertisements to illustrate, will center on "How to Enhance the Yield From Your Advertising Investment Through Attitude-Influence Research."

Milton Immerman, partner in Walter Dorwin Teague Assoc., New York designers, will demonstrate "How Industrial Design (From Product to Package) Can Improve the Salability of Your Product."

Pitfalls to be avoided in selling to women will be pointed out by Mrs. Margaret Carson, copy supervisor, Foote, Cone & Belding, in the feature speech at the Thursday luncheon. She will show that women want truth and vitality in advertising, not merely believability, and will offer examples of both "good" and "bad" advertising appeals to women.

Advertising management will get the spotlight in Friday morning's program, starting with a skit on "We'll Manage—Somehow!"

Members of the ANA advertising management committee will then describe the contents of the first two completed volumes and outline the material to be included in the five volumes yet to come in the ANA advertising management series. The first two volumes deal with planning and organization of the advertising operation and contain specific guides and examples drawn from ANA's study of more than a score of leading member companies. Participants in this presentation will be Henry Schachte, Lever Bros.; Donald S. Frost, Bristol-Myers; George Frost, Cannon Mills; Clifford Samuelson, General Mills; Howard Marple, Monsanto Chemical Co., and John Jackson, RCA.

Three case histories will then be presented to illustrate the successful application of fundamentals of modern advertising management: "Basic Management Principles Provide the Key to Worthington's Streamlined Advertising Program," by M. E. Ziegenhagen, manager of the advertising and sales promotion department of Worthington Corp.; "How National Biscuit Modernized Its Advertising Structure To Meet New Market Conditions," by Lee Bickmore, vice president for sales and advertis-

PEPSODENT COLLECTING SMILES

A SPOT radio advertiser—Pepsodent Div. of Lever Bros.—has come up with a novel plan to make its campaign give the product extra mileage where it would count heavily in the competitive drug and food field.

This is based on a conviction that in spot radio, the local personality in effect assumes the function of a salesman for the product. Pepsodent, through its agency, Foote, Cone & Belding, New York, has asked all of the stations in its spot radio lineup for five photographs of each disc jockey or air personality who broadcasts live on behalf of Pepsodent toothpaste or in whose program the toothpaste participates (on recording or otherwise). Pepsodent also asked for a standard release and reportedly acceptances totaling more than 70% already have been received, with still more expected.

Pepsodent is in some 100 top major markets in its spot radio campaign with the stations totaling at least twice that number. The photographs will be used to promote the personality as an efficient and effective salesman for Pepsodent. No personal endorsement is involved. Idea is to use the advertisements in the drug, food, and perhaps also in variety store trade papers.

A particular advantage of the campaign is the fact that local salesmen for Pepsodent actually can't cover all of the drug stores and other retailers or dealers. The belief is that the radio personality promotion would describe vividly how Pepsodent has a radio star salesman in the dealer's home town.

23.4% Gas-Oil Dominance

Market figures prove WXEX-TV Grade B area families spend 23.4% more at filling stations than Grade B area families of any other Richmond market TV station

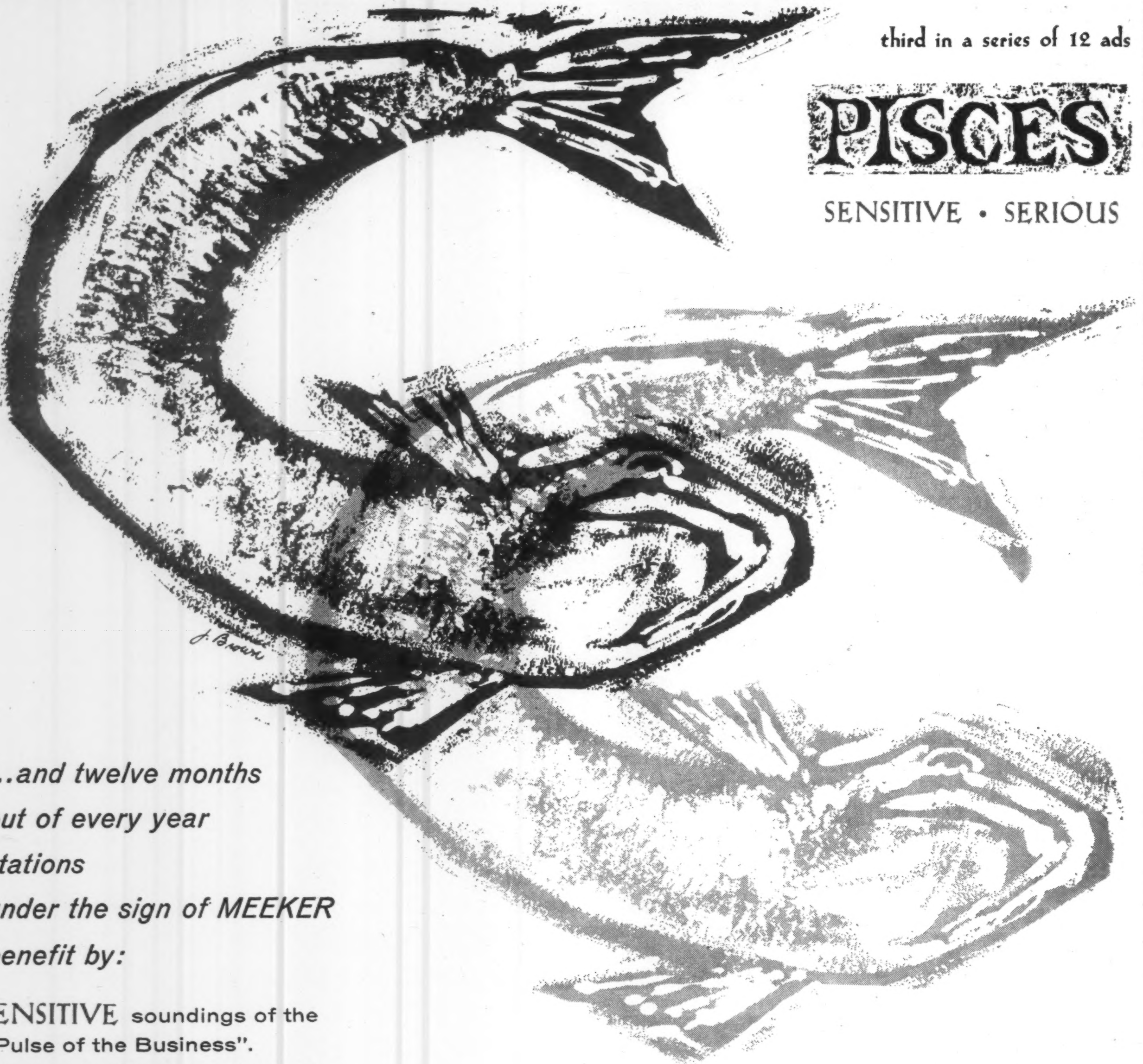
	Amount Spent on Gas, Oil, Lubricants by Grade B Area Families	Percentage
WXEX-TV	$73,806,000	100%
Station B	$59,529,000	80.7%
Station C	$59,812,000	81%

Source: Sidney Hollander Associates

WXEX-TV

Tom Tinsley, President **NBC BASIC—CHANNEL 8** Irvin G. Abeloff, Vice Pres.

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.



third in a series of 12 ads

PISCES

SENSITIVE • SERIOUS

...and twelve months
out of every year
stations
under the sign of MEEKER
benefit by:

SENSITIVE soundings of the "Pulse of the Business". We constantly cover the field to maintain established relationships with all important sources of spot business.

SERIOUS study to research and develop sales stories that are clear, accurate and brief... designed to save the precious time of media executives.

M

the meeker company, inc.

radio and television station representatives

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ing, National Biscuit Co.; and "Marriage or Mirage—Agency Relations Are What You Make Them," by Melvin Hattwick, director of advertising, Continental Oil Co.

After the report on and discussion of agency services and methods of compensation Friday afternon, ANA members will break up into small, informal groups for closed-session discussions of such subjects as "How To Insure More Effective Agency Relations and Better Performance"; "How To Organize Your Advertising Functions"; "Planning and Preparation of Advertising Budgets and New Methods for Securing Better Budget Control"; "Better Ways and Means of Personnel Selection and Training," and questions from the floor.

An off-the-record preview of "Advertising to a 'New Look' America—A Dramatic Presentation of How Tomorrow's Advertising and Marketing Implications Affect Us Today" will be shown Saturday morning. In this presentation, J. Walter Thompson Co., Yale U. and *Fortune* magazine collaborated to convert bare statistics into a picture suggesting how advertisers can reach vast new markets.

Charles A. Holcomb, president of H. B. Humphrey, Alley & Richards, will then explain "The Growing Necessity for Corporate Advertising." Dan Forrestal, manager of public relations, Monsanto Chemical Co., will demonstrate that integrated public relations and advertising can pay off, in answering the question, "Public Relations and Advertising: Competitors or Cooperators?" J. C. Doyle, general sales and marketing manager for the Edsel Div., Ford Motor Co., will present a case history of a $250 million venture—including selection of an agency and bringing it into the plan before the product is launched—in discussing "The Agency's Role in Planning the Introduction of a New Product."

An informal get-together and reception will be held Wednesday evening, and the annual spring dinner and reception by the ANA board will be held Thursday evening.

LATEST RATINGS

PULSE TV

TOP 20 WEEKLY SHOWS

	Jan. '57	Dec. '56
1. *Ed Sullivan*	45.1	40.4
2. *I Love Lucy*	37.3	36.9
3. *Perry Como*	33.1	30.6
4. *$64,000 Question*	32.0	31.6
5. *GE Theatre*	31.8	30.4
6. *Alfred Hitchcock*	31.3	28.8
You Bet Your Life	31.3	33.8
8. *Wednesday Night Fights*	31.1	
9. *Disneyland*	30.2	27.7
What's My Line	30.2	29.6
11 *Godfrey's Scouts*	30.1	26.5
12. *Playhouse 90*	29.1	29.0
13. *Climax*	28.9	28.6
14. *Burns & Allen*	28.1	25.3
Phil Silvers	28.1	27.3
16. *Jackie Gleason*	27.8	28.2
17. *$64,000 Challenge*	27.2	27.8
18. *Jane Wyman*	25.8	26.1
19. *Your Hit Parade*	25.2	
20. *Caesar's Hour*	25.0	

TOP 10 MULTI-WEEKLY

1. *Mickey Mouse Club*	18.6	19.0
2. *Queen for a Day*	11.5	10.9
3. *NBC News*	10.2	10.8
4. *Arthur Godfrey*	9.8	9.7
5. *Art Linkletter*	9.1	9.3
Captain Kangaroo	9.1	8.6
Love of Life	9.1	8.9
Search for Tomorrow	9.1	8.8
9. *CBS News*	8.6	8.8
10. *Garry Moore*	8.3	
Modern Romances	8.3	
Strike It Rich	8.3	8.6

NIELSEN TV

Two Weeks Ending February 9, 1957

NIELSEN TOTAL AUDIENCE (†)

NUMBER OF TV HOMES REACHED (000)

Rank	*Rating*
1. *Ed Sullivan*	18,078
2. *I Love Lucy*	17,056
3. *Disneyland*	16,506
4. *Perry Como*	16,349
5. *Steve Allen*	16,231
6. *December Bride*	15,013
7. *$64,000 Question*	14,698
8. *Dragnet*	14,266
9. *The Lineup*	14,109
10. *GE Theatre*	14,030

NIELSEN AVERAGE AUDIENCE (‡)

Rank	*Rating*
1. *I Love Lucy*	16,231
2. *Ed Sullivan*	14,462
3. *December Bride*	13,952
4. *Perry Como*	13,755
5. *$64,000 Question*	13,519
6. *Dragnet*	13,205
7. *GE Theatre*	13,126
8. *The Lineup*	13,048
9. *Jack Benny*	12,851
10. *Disneyland*	12,851

PERCENT OF TV HOMES REACHED*

1. *Ed Sullivan*	47.4
2. *I Love Lucy*	44.5
3. *Perry Como*	43.3
4. *Disneyland*	43.2
5. *Steve Allen*	42.8
6. *December Bride*	39.3
7. *$64,000 Question*	38.2
8. *Dragnet*	37.2
9. *GE Theatre*	37.2
10. *The Lineup*	37.0

1. *I Love Lucy*	42.3
2. *Ed Sullivan*	37.9
3. *December Bride*	36.6
4. *Perry Como*	36.4
5. *$64,000 Question*	35.1
6. *GE Theatre*	34.8
7. *Dragnet*	34.5
8. *The Lineup*	34.2
9. *Godfrey Scouts*	34.0
10. *Jack Benny*	33.7

† Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

‡ Homes reached during the average minute of the program.

* Percented ratings are based on TV homes within reach of station facilities used by each program.

For a complete report to your readers, we suggest that all four NTI rankings be used.

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BACKGROUND: The following programs, in alphabetical order, appear in this week's B•T tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Steve Allen (NBC-129): U. S. Time (Peck), Jergens (Orr), Brown & Williamson (Bates), Polaroid (Doyle Dane Bernbach), Sun. 8-9 p.m.

Jack Benny (CBS-172): American Tobacco (BBDO), Sun. 7:30-8 p.m.

Burns & Allen (CBS-145): Carnation Co. (Erwin, Wasey), B. F. Goodrich (BBDO), Mon. 8-8:30 p.m.

Caesar's Hour (NBC-141): Knomark (Mogul), Bab-O (D-F-S), Wesson Oil (D-F-S), Carter (SSC&B), Sat. 9-10 p.m.

Captain Kangaroo (CBS-various): Participating sponsors and agencies, Mon.-Fri. 8-9 a.m.

CBS News (CBS-100): American Home Products (Bates), Mon.-Thurs., 7:15-7:30 p.m.

$64,000 Challenge (CBS-111): P. Lorillard (Y&R), Revlon (BBDO), Sun. 10-10:30 p.m.

Climax (CBS-153): Chrysler (M-E), Thurs. 8:30-9:30 p.m.

Perry Como (NBC-121): Gold Seal (Campbell-Mithun). Kimberly-Clark (FC&B), Noxzema (SSC&B), Sunbeam (Perrin-Paus), RCA (K&E), S&H Green Stamps (SSC&B), Sat. 8-9 p.m.

December Bride (CBS-183): General Foods (B&B), Mon. 9:30-10 p.m.

Disneyland (ABC-176): American Motors (Geyer-Brooks, Smith, French & Dorrance), American Dairy (Campbell-Mithun), Derby Foods (M-E), Wed. 7:30-8:30 p.m.

Dragnet (NBC-168): Liggett & Myers (M-E), Schick (Warwick & Legler), Thurs. 8:30-9 p.m.

GE Theatre (CBS-148): General Electric (BBDO), Sun. 9-9:30 p.m.

Jackie Gleason (CBS-170): P. Lorillard (Lennen & Newell), Bulova (M-E), Sat. 8-9 p.m.

Arthur Godfrey (CBS-99): Participating sponsors and agencies, Mon.-Thurs., 10-11:30 a.m.

Godfrey's Scouts (CBS-163): Lipton (Y&R), Toni (North), Mon. 8:30-9 p.m.

Alfred Hitchcock (CBS-110): Bristol-Myers (Y&R), Sun. 9:30-10 p.m.

I Love Lucy (CBS-160): General Foods (Grey), Procter & Gamble (Y&R), Mon. 9-9:30 p.m.

The Lineup (CBS-176): Brown & Williamson (Bates), Procter & Gamble (Y&R), Fri. 10-10:30 p.m.

Art Linkletter (CBS-114): Participating sponsors and agencies, Mon.-Fri. 2:30-3 p.m.

Love of Life (CBS-153): American Home Products (Bates), Mon.-Fri. 12:15-12:30 p.m.

Mickey Mouse Club (ABC-94): Participating sponsors and agencies, Mon.-Fri. 5-6 p.m.

Modern Romances (NBC-137): Sweets Eisen), Alberto Culver (Wade), Sterling Drug (D-F-S), Kraft (JWT), Mon.-Fri. 4:45-5 p.m.

Garry Moore (CBS-116): Participating sponsors and agencies, Mon.-Thurs. 10-10:30 a.m., Fri. 10-11:30 a.m.

NBC News (NBC-116): Participating sponsors and agencies, Mon.-Fri. 7:45-8 p.m.

Playhouse 90 (CBS-188): Philip Morris (Burnett), American Gas Assn. (L&N), Ronson (Norman, Crag & Kummel), Bristol-Myers (BBDO), Singer Sewing (Y&R), Thurs. 9:30-11 p.m.

Queen for a Day (NBC-132): Participating sponsors and agencies, Mon.-Fri. 4:30-5 p.m.

$64,000 Question (CBS-175): Revlon (BBDO), Tues. 10-10:30 p.m.

Search for Tomorrow (CBS-125): Procter & Gamble (Burnett), 4-4:15 p.m.

Phil Silvers (CBS-165): R. J. Reynolds (Esty), Amana Refrigeration (Maury, Lee & Marshall), Tues. 8-8:30 p.m.

Strike It Rich (CBS-130): Colgate-Palmolive (Esty), Mon.-Fri. 11:30-noon.

Ed Sullivan (CBS-165): Lincoln-Mercury (K&E), Sun. 8-9 p.m.

Wednesday Night Fights (ABC-176): Mennen (M-E), Pabst (Burnett), Wed. 10 p.m.

What's My Line (CBS-87): Jules Montenier (Ludgin), Remington Rand (Y&R), Sun. 10:30-11 p.m.

Jane Wyman (NBC-132): Procter & Gamble (Compton), Tues. 9-9:30 p.m.

You Bet Your Life (NBC-155): DeSoto (BBDO), Thurs. 8-8:30 p.m.

Your Hit Parade (NBC-176): American Tobacco (BBDO), Warner-Lambert (K&E), Sat. 10:30-11 p.m.

AGENCY-STATION RELATIONSHIP: PART II

IN B•T last week [March 4], Robert D. Murphy of KOA-TV Denver delivered himself of some criticism of the agency-station relationship—particularly of the agency which draws its 15% commission yet relies on the station to prepare the commercials. Reaction was not long in coming.

This is an "open letter" to Mr. Murphy from Don Amsden, assistant director of radio-tv at Allen & Reynolds agency, Omaha, Neb. It is the latest word on the subject: B•T suspects it will not be the last.

Dear Mr. Murphy,

I'm glad you said it. I mean your criticisms of the "agencies" who collect their 15% commission on television contracts and then, by default, force the station to provide the copy, artwork and other commercial materials that an agency should normally be expected to furnish.

Yes, I'm glad you pointed up the problem. And I agree you're not overstating your case. How many times we here at Allen & Reynolds have heard the same plaint from television stations not only in your city but here in our home market and many others where we have close friends on the station management side.

If it surprises you slightly to hear an agency man agree that something needs to be done about it, let me elaborate.

Yes, we hear lots of complaints about the laxity of smaller local agencies. But until you had the courage to put the problem on the record, these criticisms were always confined to off-the-record conversations, over a cup of coffee or across the luncheon table.

It so happens we've taken pride in doing the full production job for our tv clients. With us, copy, props, artwork, slides or film are all delivered to the stations ready to use. Yes, and with proper regard for station deadlines, too! Apparently you heartily endorse our policy of *not* hovering at the station director's elbow during actual performance. We believe that client objectives and the use of agency-supplied materials should be spelled out in pre-planning conferences with station production staffs when practical. Or in specific written instructions.

But when your station compatriots tell us the words we like to hear—that our attitude helps them know and deliver what we want—they frequently add comments like yours about the other kind of "agency." The smaller ones you label "old college buddy" agencies. They vent their spleen about being forced to do the agency's job. And when they've finished, we're properly sympathetic but there's really only one constructive comment we can offer. That's the simple question: Why do you *permit* it?

There's the substance of this letter, Mr. Murphy. Why do the stations put up with it? Because that's where the responsibility lies, you know. The medium determines who is entitled to a 15% commission and who is not. The medium sets up the qualifications for recognition of the "agency." And why those qualifications shouldn't include the fundamental one of "ability to perform the agency's job," we cannot understand.

The only apparent reason sticks out like a tv tower on the salt flats. The obvious answer is that the stations are reluctant to refuse recognition to the local agencies at fault because they can't face the possibility of losing the immediate dollar from the till. Takes backbone—and maybe a stronger one than I'd possess under the same circumstances, I admit.

If I sound slightly bitter, please forgive. You mentioned that the agencies who take the time and trouble to give an advertiser his money's worth usually have the best accounts, too. That, of course, is our reward—and we do think our accounts are the best in this area.

Just the same, we can't help feeling it's wrong that agencies who contribute nothing beyond the writing of an order are still accorded the same rate of compensation by the stations that we are.

So there are my feelings. Your station pays the commission. Your station sets the standards for earning that compensation. Let me ask *you*. Why do they continue to pay a commission that's not being earned? It's that basic, even if it's not that simple.

Anyway, I'll say it again. I'm glad at least to see the problem aired in print. I admire your courage. You'd be surprised how many people are discussing your article wherever I go. And agreeing with you—in private, of course.

Seeds Co. Realigns Executives At Policy-Administration Level

CREATION of an executive committee and management council on policy at Russel M. Seeds Co., Chicago, was announced last week by Freeman Keyes, president and board chairman. The agency ranked among the top 40 of the U. S. in broadcast billings last year.

The executive group, charged with administrative duties and reporting directly to Mr. Keyes, includes Harry B. Goldsmith Jr., who becomes senior vice president; Daniel W. Foster, vice president-administration, and E. Dean Landis, vice president in charge of client relations. Harry H. Maus, executive vice president, was appointed vice chairman of the board.

Serving on the management council, along with these members, will be James Witherell, vice president and media and research department director; Jesse L. Livermore, vice president and account executive; Dale G. Mehrhoff, account executive; Fred Willson Jr., vice president and merchandising-marketing chief; Lee J. Marshall, vice president and copy chief; Donald A. Reed, vice president and account supervisor; Russell B. Young, radio-tv director. The eleven men will contribute to the agency's creative activities and exercise management duties.

In announcing the new alignment, Mr. Keyes said he felt those executives "should have more control of the policies and progress" of the agency and that this plan is "workable and cannot fail to provide better service to the clients we serve."

Radio-tv accounted for about 40% (or $7 million) of Seeds' estimated $17.5 million overall billings in 1956, according to B•T's annual agency survey. Its clients include Brown & Williamson Tobacco Corp., W. A. Sheaffer Pen Co., Lanolin Plus, Pinex Co., Elgin-American, Tastee-Freez and Field Enterprises Inc.

Dunn to Discuss Ratings

WALTER DUNN, H-R Representatives Inc., New York, will discuss "Media Ratings—What Do They Measure?" March 13 before the Pittsburgh Radio and Tv Club at the Hotel Pittsburgher in Pittsburgh. He will discuss the comparative evaluations of the various media—by broadcast rating services on the one hand and print circulation auditing bureaus on the other—and what each purports to measure.

NEW management council of Russel M. Seeds Co. includes (l to r) Messrs. Livermore, Mehrhoff, Young, Landis, Goldsmith, Maus, Foster, Reed, Marshall, Witherell and Willson.

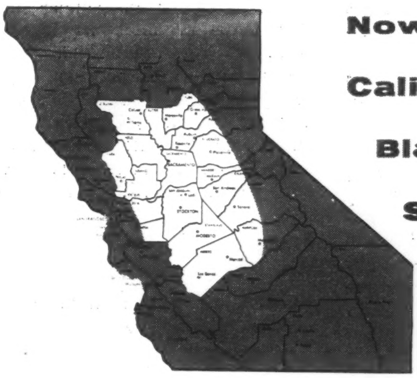
A NEW TV AFFILIATION

for the California Great Central Valley

KOVR·TV

IS NOW

abc



Now, VHF coverage for ABC-TV in California's Great Central Valley. Blanket Coverage of Sacramento-Stockton-Modesto...plus 27% more Valley TV homes than any other Valley station*.

What better way to tap this moneyed market than with TOP-RATED abc ADjacencies?

13
KOVR·TV

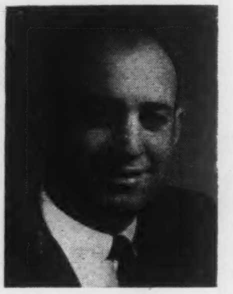
CALIFORNIA REPRESENTATIVE: **FRANK KING & CO.**
NATIONAL REPRESENTATIVES: **AVERY KNODEL, INC.**
225 EAST MINER AVENUE • STOCKTON • HOWARD 6-6981

***ONE STATION–395,000 TV FAMILIES (Tel. Mag.-Aug. 1956)**

MILLION ALLOCATED FOR HALL RADIO-TV

- Campaign begins this month
- Spring spots on 430 outlets

ROBERT HALL Clothes, New York, family clothing chain, has allocated a million dollars for a spring radio and television spot announcement campaign, it was announced by Frank B. Sawdon Inc., New York, agency for the clothing firm.



MR. BESS

Robert Hall will use 300 radio and tv stations in 130 cities, Jerry Bess, vice president in charge of radio and television for the Sawdon agency told B•T. He estimated that more than 10,000 radio and 1,300 tv announcements per week will carry the Robert Hall message to over 80% of radio and tv homes in the U. S. The schedule is starting this month and running through June, composed of one-minute announcements, live and transcribed for radio, and sound-on-film for tv.

In New York, the spot schedule will run on all seven television stations and 11 radio stations in metropolitan and suburban areas. Approximately 121 spots per week will be seen on television and 600 on radio in this market, Mrs. Bess said. In Los Angeles they will run each week on five tv stations and 14 metropolitan and suburban radio stations with more than 60 announcements in tv and 375 in radio.

Along with this campaign, Robert Hall will open 16 new stores this month which will be heralded by radio and tv campaigns in the following cities: Memphis; Salt Lake City; Portland, Ore.; Saginaw and Bay City, both Mich.; Toledo; Youngstown; Akron; Natick, Mass.; Elyria, Ohio; Providence; Rochester, Elmira, and Newburgh, N. Y.

The Sawdon agency has serviced the Robert Hall account since 1941

Ideal Toy Plans 10-15% Boost In 1957 Advertising Budget

AN INCREASE of 10-15% in its total advertising budget for 1957 was predicted last week by Ideal Toy Corp., one of the most active toy manufacturers on television. Ideal spent $600,000 in the pre-Christmas season last year and will set its new budget following the industry-wide Toy Fair next month.

Melvin Helitzer, Ideal's advertising and public relations director, told B•T that the firm will not only renew NBC-TV's coverage of the Macy's Thanksgiving Day Parade for the third consecutive year, but that Ideal also is shopping for a new network program it could sponsor just before the Yuletide season. It also plans to sponsor the top local "kiddies' shows" in some 50 large markets for a seven-week period beginning mid-November, Mr. Helitzer said.

Additionally, Ideal will break out of the pre-Christmas bracket by running tv spot drives in major cities starting next month and continuing throughout the year on behalf of a new doll which "is strictly a nonseasonal item." All campaigns are to be placed through Grey Adv., New York.

BBDO Report Cites Radio Trend to Spot

"RADIO, in the wake of television's impact on the American audience, shows a marked trend toward a great proportional use of spots," BBDO points out in its new sourcebook of economic facts about the American consumer for use by all advertisers. The report is called "Your Target" and is the latest in a series of periodic analyses of the American market, the first of which was published by BBDO in January 1946.

"Today, this medium (radio) is used by the advertiser not only to reach a national coverage pattern, but also for intensive coverage, as it applies to individual markets as well. He can use radio as a strong advertising 'plus' in the major markets or as a method of supplementing coverage in areas that are weak, media-wise. An important media fact is that, while television has moved from a completely new medium to one of high saturation within five years, radio-set ownership has increased even faster! Today there are over 142,000,000 radios in the United States," the report said.

"While television," the booklet explained, "is a relative newcomer, and within five short years has taken an impressive percentage of the media dollar, one can see that other media, while suffering share decreases, gained dollar volume."

"Television has enjoyed a meteoric rise in popularity. From 8,000 sets in 1946, television now reaches 33,550,000 homes in a potential national coverage of 80%. Within the past six years, it has become as much or more a part of the American way of life as the other major media. Its audience is universal. Its greatest strength lies in the major urban areas, and its share of the advertising budget increases with the same rapidity that set ownership has increased."

Dodge, Plymouth Renew Three ABC-TV Shows

RENEWAL of three ABC-TV programs during 1957-58 by the Dodge Div. and the Plymouth Motor Div. of the Chrysler Corp. was announced last week by Slocum Chapin, ABC-TV vice president in charge of sales. The agency for Dodge and Plymouth is Grant Adv., Detroit.

Dodge again will sponsor *The Lawrence Welk Show* (Sat., 9-10 p.m. EST). Dodge and Plymouth will co-sponsor *Lawrence Welk's Top Tunes* (Mon., 9:30-10:30 p.m. EST) and Plymouth the Friday, 9:30-10 p.m. EST period to be filled by a tv program still to be determined. Plymouth has been sponsoring *The Ray Anthony Show* (Fri., 9-10 p.m. EST). It had been reported that NBC-TV hoped to acquire the Welk show and Dodge sponsorship for the fall.

Pabst, National Guard Shopping for Agencies

TWO advertising accounts, one billing $7 million total, the other in the neighborhood of $300,000 last week were reported to be footloose and "talking" to outside agencies.

The major account, Pabst Brewing Co., Chicago, which went to Leo Burnett Co. from Warwick & Legler, New York, a little over a year ago, is said to be listening to bids from "at least" seven agencies, scheduling interviews in Chicago last week and for next week. Several of the soliciting agencies at one time handled beer accounts, and are naturally eager to dip into the foam of the extensive broadcast billing that Pabst brings to the Wednesday night fights on ABC-TV and ABC Radio. They are: Norman, Craig & Kummel, New York, which last year lost Blatz to Kenyon & Eckhardt; Lennen & Newell, which lost Schlitz in a triple-play last year, from L&N to Biow to J. Walter Thompson Co., all within several weeks, and Bryan Houston, which at one time serviced the Gunther beer account. Other agencies bidding for Pabst include Edward H. Weiss and Henri, Hurst & McDonald, both Chicago, and several more.

The $300,000 account is that of the National Guard, which for the past few years has been handled—subject to yearly renewal—by Robert W. Orr & Assoc. Principal agency bidding for the Guard account is Joseph Katz & Co., New York and Baltimore, which last week was reported to have been meeting with NG officials at the Pentagon. A switch in agencies for the Guard—if made—would come as no surprise to Madison Ave., which has been following the running fight between the Army and Guard brass precipitated earlier this year by Defense Secretary Charles E. Wilson's remark about draft dodgers. The Guard makes good use of radio tv spot, but mainly on a public service basis.

Foreman Elected Executive V.P., Chairman of BBDO Plans Board

ROBERT L. FOREMAN, vice president in charge of radio and television, BBDO New York, has been elected an executive vice president of the agency, Bruce Barton, board chairman, announced last week. Mr. Foreman also has been appointed chairman of the agency's new plans board.

MR. FOREMAN

He joined the agency in 1939 as a copywriter and later wrote radio commercials. Eventually, he was named chief of all commercial writing. In 1948 he was appointed a vice president and since then has been a director of the company and vice president in charge of radio and television.

B. P. A., YOU'RE FOR US

Anytime an aggressive, qualified industry organization comes along to help us *keep* on top in the Shreveport TV picture, we join*. And the newly organized BROADCASTERS' PROMOTION ASSOCIATION is right up our alley.

After all, KSLA-TV is the ONLY Ark-La-Tex television station with a *full-time, experienced* PROMOTION DEPARTMENT to keep your shows and your spots in front of a dominant, responsive audience. Just another reason why *more people watch . . . more national advertisers use* KSLA-TV in Shreveport. Your Raymer man has the whole story.

*CHARTER MEMBER—BROADCASTERS' PROMOTION ASSOCIATION

KSLA-TV

channel 12

BASIC CBS TELEVISION NETWORK

in Shreveport, Louisiana

PAUL H. RAYMER CO., INC.
National Representatives

MEMBER TVB, ASS'N MAXIMUM SERVICE TELECASTERS, SUBSCRIBER TO NARTB CODE

EXECUTIVE CHANGES ANNOUNCED BY R&R

- **Briggs, Willis on board**
- **Robert Watson chairman**

EXECUTIVE appointments at Ruthrauff & Ryan, New York, were announced last week by Agency President F. Kenneth Beirn, including election of two new members of the board of directors.

James E. Briggs, vice president and creative director, Geare-Marston Div. of Ruthrauff & Ryan, and Charles F. Willis, assistant to Mr. Beirn, are the new board members.

Robert M. Watson, vice chairman of the board, has been elected chairman to fill the vacancy created by resignation of Paul E. Watson who is retiring from active responsibilities with the agency. Paul Watson continues as a member of the board, however.

Delbert J. Cook, account supervisor on Bon Ami, was elected a vice president of the agency. He joined the firm in September 1956, and is a merchandising expert on package goods.

Spafford J. Linc, business manager of the agency's Chicago office, was elected vice president and business administrative manager. He has been with the firm since 1932.

Mr. Beirn also announced that responsibility for management of the agency's Chicago office will be taken over by H. B. Groseth as executive vice president in charge. For nine months this responsibility was carried out by a committee of Mr. Groseth, R. W. Metzger and W. D. Watson.

Mr. Metzger moves to chairman of the agency's executive committee succeeding F. B. Ryan Jr., Mr. Beirn stated. Mr. Ryan is retiring April 1, although he will continue as consultant on specific assignments and as a member of the board of directors. W. D. Watson will function as vice president supervising client services.

As part of the present program for reorganization as well as expansion of Ruthrauff & Ryan, Mr. Beirn announced that F. G. Mullins Co. would take over as correspondent agency for Ruthrauff & Ryan in Seattle effective April 1.

F. G. Mullins Co. is a newly organized agency with Mr. Mullins as president. Ken Michaels, who joined R&R's Seattle operation in 1955, will be vice president and a director of the firm.

In making the announcement, Mr. Beirn said that F. G. Mullins Co. will take over the present clients of Ruthrauff & Ryan in Seattle and will assume the responsibility for servicing national accounts in the northwest territory.

Mr. Mullins has been Seattle manager for Ruthrauff & Ryan for 17 years.

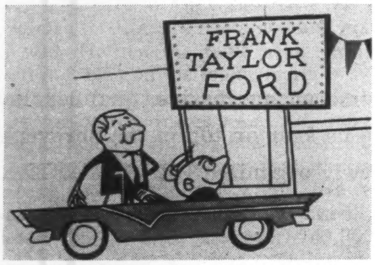
The agency's two new board members have had wide experience, Mr. Beirn noted. Mr. Briggs originally formed his own agency in 1948 and merged with Geare-Marston in 1952. Mr. Willis, who joined the agency in January 1956, was formerly assistant to Charles E. Wilson, chairman of W. R. Grace, and before that a White House assistant to President Eisenhower.

AS HE SOWS?

IF it's true, as they say, that "you've got to spend money to make money," a Los Angeles automobile dealer, Frank Taylor, who is advertising on KTLA (TV) there is probably the man to prove the point. Frank Taylor Ford Agency has paid $5,400 to produce a one-minute animated commercial that may turn out to be a pacesetter.

The expenditure is unusual for an advertiser using only one station. In fact, Adrian D. Woolery, president of Playhouse Pictures, Hollywood, which made the spot for Frank Taylor Ford, says this is the first complete animated commercial the firm has produced for a one-market advertiser.

But sponsor and producer are both convinced that Mr. Taylor's is money well spent in terms of audience interest, retention and replay value. "It is a marked departure from the fender-slapping remote broadcasts we have been accustomed to," says Mr. Woolery.



The one-minute local commercial cost more to make than some of Playhouse's national Ford spots. It is complete animation with original voice and sound effects tracks. And Frank Taylor is collecting the payoff as the tv cartoon makes his triple-guarantee plan a trademark for his company and the commercial.

Plans Drawn Up In New York For Advertising Exhibit Center

PLANS were drawn up last week for the advertising industry's first permanent exhibit center in New York by a new corporation, Advertising Center Inc. Corporation is directed by Larry Schwartz, president of the Wexton Co., New York advertising agency.

The center, which opens May 20, it to be located on the ground floor of 285 Madison Ave. (which houses, among other agencies, Young & Rubicam Inc.). It will have no corporate relationship with the Wexton agency and will essentially be a showcase of the latest techniques in advertising art and exposition, allowing, for example, radio and television stations to draw attention to themselves in the nucleus of the advertising world. Mr. Schwartz told B•T that the exhibit center will have room for 3,000 exhibit units. Each unit equals 1 sq.ft. of space and has a monthly rental of $15.

The Advertising Center Inc. also has called upon industry executives to serve on a national advisory board which would meet from time to time to aid advertisers in setting up their visual displays. Included on the board are David T. Moore, Transcontinent Tv Corp. (WSVA-AM-TV Harrisonburg, Pa., WROC-TV Rochester, N. Y.); John L. Laux, Friendly Group (WSTV-AM-TV Steubenville, Ohio, WFPG-AM-TV Atlantic City, WPIT, Pittsburgh, and WBMS Boston); Lewis Avery, Avery-Knodel Inc.; Joseph J. Weed, Weed & Co.; George Schupert, ABC Film Syndication Inc.; William J. Jeffrey, BBDO; Paul J. Geden, Burlington Mills; Edward Gorman, Melville Shoe Corp. (Thom McAn shoes); Herbert Shayne, Hudson Pulp & Paper Co.; Lester Harrison, League of Adv. Agencies, and publishers of radio-tv trade magazines.

Goodyear Weighing Monday Sponsorship

GOODYEAR Tire & Rubber Co., through Young & Rubicam, is expected to make a decision this week as to whether it will undertake on an alternate week basis fall sponsorship of the Monday 9:30-10 p.m., EST, time period on NBC-TV. Goodyear, which currently sponsors *Goodyear Television Playhouse* every other week, Sundays 9-10 p.m., will drop the hour show at the end of this season and would utilize a half-hour version of the *Playhouse* in the Monday night half-hour.

Aluminum Co. of America, which alternates with Goodyear in the Sunday night slot, already has signed for alternate use of the Monday night half-hour. Alcoa also plans to drop the Sunday show. However, Fuller & Smith & Ross, Alcoa's agency, is hunting for an "adventure dramatic" program format for the new time.

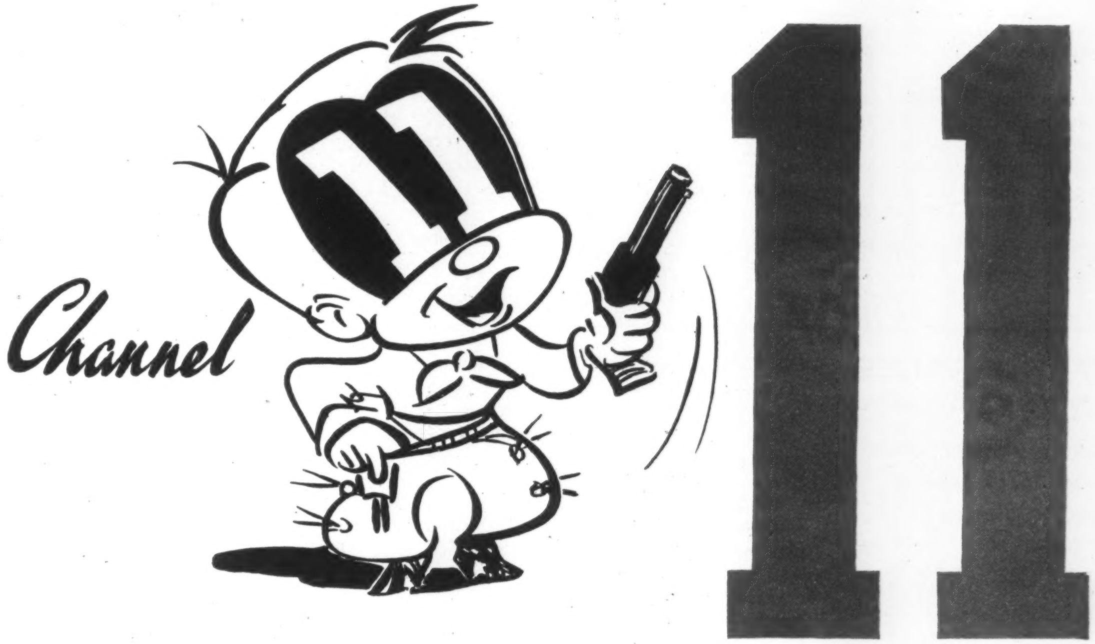
Arthur P. Hall, Alcoa's vice president in charge of public relations and advertising, said "no decision has been reached as to the specific program" in the new time. He said the company's move was prompted by a desire to expand its use of local and regional advertising media, while continuing nighttime network tv programming. Sponsorship of a 30-minute program will enable us to support the sales efforts of our customers by reaching millions of consumers regularly and frequently," Mr. Hall said, "and will also give us greater flexibility in our sales promotion and advertising efforts."

The Sunday period vacated by Goodyear and Alcoa will be occupied on alternate weeks by the 20 Dinah Shore shows sponsored by Chevrolet through Campbell-Ewald Co., New York. Alternate program to run with Dinah Shore has not been selected.

Spike Replaces 'Your Wife'

LIGGETT & MYERS Tobacco Co. (L&M cigarettes) will terminate its sponsorship of *Do You Trust Your Wife*, a quiz program, on CBS-TV, Tuesday, 10:30-11 p.m. EST, and replace it effective April 2 with a new show that will feature Spike Jones and his City Slickers band. Mr. Jones at one time had a program on NBC-TV that was devoted largely to his traditional approach to "music depreciation." Dancer-Fitzgerald-Sample, New York, is L&M agency.

Louisville's
BEST KNOWN FIGURE



The WHAS-TV Channel 11 figure draws the cap pistol crew to their TV sets at 4:00 pm daily for "T-BAR-V". At other times, he ages a bit to call adults and children alike to another outstanding WHAS-TV production, "Midday Roundup" for the latest news, weather, market reports and country music.

However he's cast, on ID and promoton slides, the Channel 11 figure constantly reminds viewers where they can find the best in entertainment and information.

He should remind you that for selling results, individual and distinctive treatment, your advertising deserves the impact of programming of character. In Louisville, WHAS-TV programming PAYS OFF!

Are you participating?

VICTOR A. SHOLIS, *Director*
NEIL CLINE, *Station Mgr.*
Represented Nationally by Harrington, Righter & Parsons
Associated with The Courier-Journal and Louisville Times

316,000 WATTS
Channel 11
WHAS-TV
LOUISVILLE, KENTUCKY

BASIC CBS-TV Network

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

THERE WERE 122,230,000 people in the U. S. over 12 years of age during the week Feb. 17-23. This is how they spent their time:*

69.5%	(85,054,000) spent	1,825.8 million hours	....	WATCHING TELEVISION
57.2%	(70,001,000) spent	1,004.5 million hours	....	LISTENING TO RADIO
82.5%	(100,964,000) spent	400.5 million hours	....	READING NEWSPAPERS
29.9%	(36,592,000) spent	175.0 million hours	....	READING MAGAZINES
24.5%	(29,983,000) spent	283.3 million hours	.....	WATCHING MOVIES ON TV
25.4%	(31,145,000) spent	130.9 million hours	....	ATTENDING MOVIES

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by B•T each week, are based on a 48-state, random sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audience between each specific medium. Copyright 1957 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category, which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

INTEREST, NO SALES IN KRON-TV 'FLASH'

- **PGW makes agency pitch**
- **Popular at local level**

AGENCIES in New York which have been briefed on the radical, new "flash" spot (about two seconds) developed by KRON-TV San Francisco [CLOSED CIRCUIT, March 4] have expressed interest. As yet, however, no national sales have been made.

Actually, Peters, Griffin, Woodward, New York, KRON-TV's representative, reports that it will take time for advertisers to adapt the "flash" to their thinking. The little "fella" of two seconds is a novelty for the time being but eventually, it is felt, will work itself into the buying pattern of some national advertisers.

Locally, the two-second "flash" is doing fine. KRON-TV reports great success with its sales to local advertisers seeking a quickie reminder. And, the station points out, the spot is applicable when the station's automatic switching device is used (normally sandwiched in between two network shows). Local advertisers have been buying the spots for the past five months.

PGW believes the national advertiser could use the two-second spot for special purposes such as a reminder message. In addition, the "flash" can give the advertiser frequency at low cost.

In Class AA time, cost of the two-second announcement ranges from $74.50 at the one-time rate down to $59.50 for the 260-time rate. In Class A, the range goes from $48 to $38.50; Class B, $31.50 to $25.25 and in Class C from a high of $21 to a low of $12. The $12 rate includes morning time.

What type of advertiser could make use of the two-second "flash" spot? Examples of possible advertisers: Lincoln-Mercury—"Be Sure to See the New Lincoln Continental"; Westinghouse—"You Can Be Sure with Westinghouse"; R. J. Reynolds—"Try a Camel Today"; P. Lorillard "Light Up an Old Gold Today", and any number of variations. A slide is flashed along with the voice—the world Lincoln or perhaps the insignia; the Westinghouse trade mark; a package of Camel or Old Gold cigarettes, etc.

KRON-TV's electronic system actually was developed by Mechron, a subsidiary of Chronicle Publishing Co. (licensee of the station). The method permits 20-second announcements and then ID to be followed by the two-second "spot".

An intriguing aspect of the device is the fact that no network services are lost—i.e., there is no delay in the switching which actually is speeded up and instantaneous. It is indicated that Mechron, which uses KBAK-TV Bakersfield, Calif., also Chronicle-owned as the "guinea pig," has received inquiries from other stations interested in being licensed to use the new device.

CBS-TV Signs Dupont For 90 Minute Specs

CBS-TV is expanding its schedule of special hour-and-a-half programs. The network Wednesday afternoon signed with the E. I. Dupont De Nemours Co. of Wilmington, Del., and representatives of its agency, BBDO, New York, to stage 10 ninety-minute live programs during the course of the 1957-58 season. Some will be in color.

This will represent Dupont's heaviest plurge in network television to date. Long identified with the *Cavalcade of America* series on network radio, Dupont switched to tv several years ago with the *Dupont Cavalcade Theatre,* dramatizations of real-life events, which recently was changed to *Dupont Theatre.* It will drop this ABC-TV series after June 4.

So far, no title or format has been made public, but [B•T] was told by Hubbell Robinson Jr., CBS-TV executive vice president, programming, that the series, "would consist of six dramatic and four musical shows."

Gross costs on the 10 programs, according to a [B•T] estimate, would come to approximately $3 million—a budget increase of about $1 million over what it paid per season for the *Dupont Theatre.* Announcement of the contract was made by William H. Hylan, vice president of CBS-TV sales administration.

While no producer or specific program properties were made known, it was understood some of the individual programs, which will not be seen at any fixed intervals or on any one particular time or night, will be in color.

The last time the network was involved with special schedule shows was in the 1955-56 season when it carried the Ford Motor Co.'s *Ford Star Jubilee.* This series, which kicked off the 1955-56 season, continued through the Nov. 3, 1956, telecast of the "Wizard of Oz," after which Ford dropped the series.

Flav-R-Straws Expands Cartoons to 65 Markets

FLAV-R-STRAWS INC., Mt. Vernon, N. Y. last week signed to expand its current lineup of Associated Artists Productions cartoon series in 25 markets for a total of more than 65 markets. The agency for Flav-R-Straws is Ruthrauff & Ryan, New York.

Under its latest contract with AAP, Flav-R-Straws has ordered three participations a week for 52 weeks on 25 stations for either the *Popeye* or Warner Bros. Cartoons, depending on which package AAP sells the station. Flav-R-Straws reported last month it planned to invest up to $3 million this year to sponsor the AAP cartoons in about 170 markets, moving into time slots as soon as AAP sells the package to stations [B•T, Feb. 4].

Burnett Chicago Open House Draws 1,000 Media Visitors

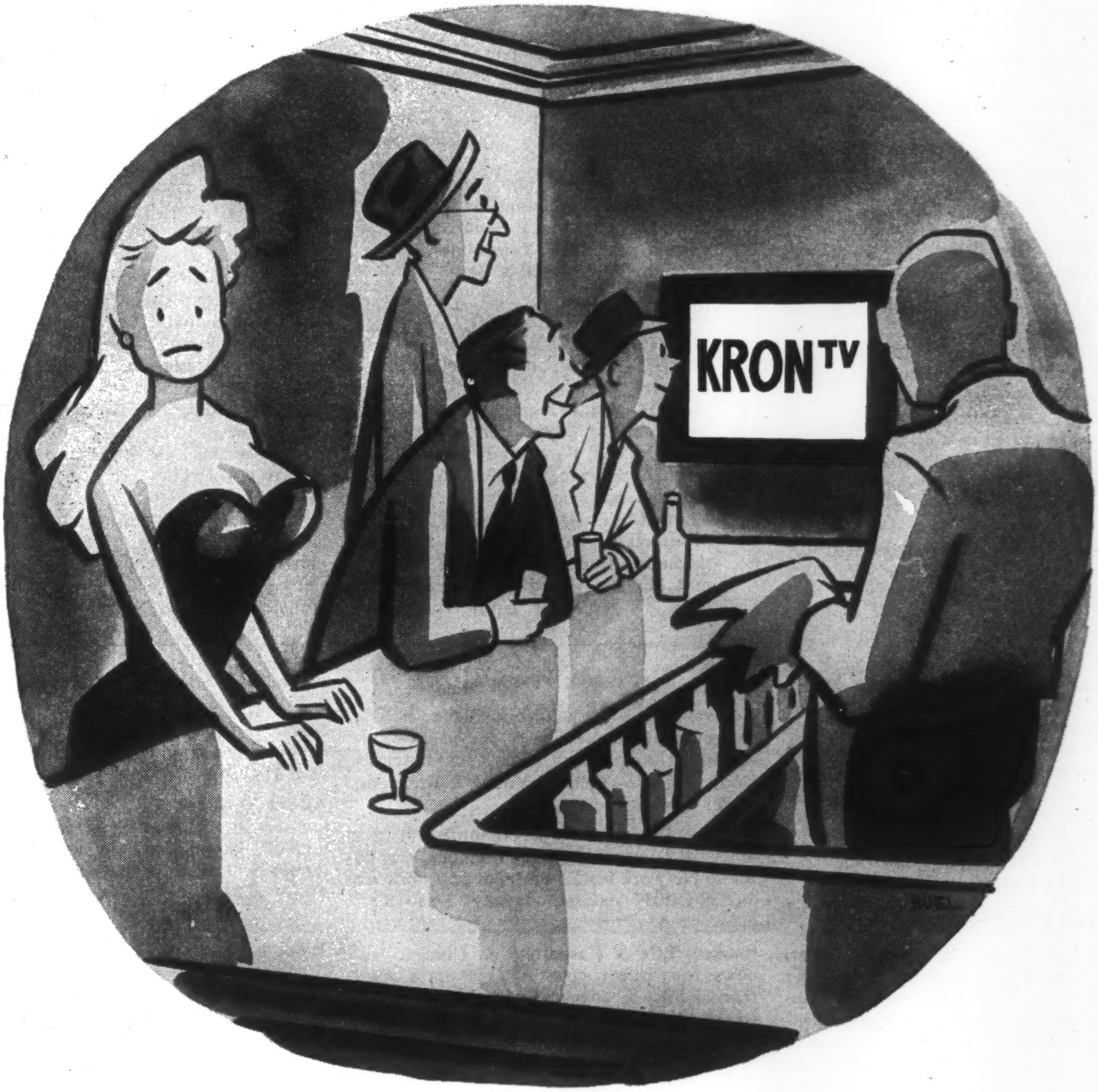
APPROXIMATELY 1,000 media representatives attended a three-day series of "Open House" tours and receptions conducted by Leo Burnett Co. last week, observing its new organizational-operational setup in Chicago's Prudential Plaza, the agency reported Thursday.

Among special facilities at Burnett's new quarters are studios including one with working kitchen-laundry equipment, tape recording pickup products, conference rooms, projection room for both 16 mm and 35 mm film, control and screening rooms, a small theatre, film library and the various departments. The agency occupies 11th through 15th floors in the Prudential Building.

Lemon, JWT Officer, Dead at 56

FUNERAL services were held last Monday at St. Luke's Chapel, New York City, for Luther O. Lemon, 56, who died Feb. 28 at his home in Mount Kisco, N. Y. Mr. Lemon was treasurer and a director of J. Walter Thompson Co., New York, which he joined in 1924. He was made assistant treasurer in 1937, controller in 1944, treasurer two years later and a director in 1947. Surviving are his wife, Mrs. Hortense Bleker Lemon, his parents and two brothers.

KRON is TV in SF



San Franciscans are sold on KRON-TV

GOLDEN GATE
PLAYHOUSE
3-5:45 PM M-F
AVAILABLE

S. F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD

Ad Week Success Reported; C&W Task Force Commended

MORE than $1,800,000 in time, space and materials was contributed to this year's Advertising Week, Ben R. Donaldson, chairman of the Advertising Federation of America, reported last week.

Mr. Donaldson, who is manager of institutional advertising, Ford Motor Co., commended the "effecive" material created by Cunnningham & Walsh, task force agency for the national salute to advertising cosponsored by the AFA and the Advertising Assn. of the West.

AFA meanwhile has invited those interested in placing advertising professors in internship positions to write to its College Cooperation Committee.

Armour May Buy Part Of Fisher-Gobel Series

ARMOUR & Co. (Dial Soap), Chicago, has expressed interest in co-sponsoring or alternating the proposed new musical-variety series with singer Eddie Fisher and comedian George Gobel next fall [AT DEADLINE, March 4], it was reported last week.

Armour has co-sponsored *The George Gobel Show* with Pet Milk the past two seasons and had planned to drop out of that series. But with the suggested Fisher-Gobel format, it is prepared to buy into the new show as one of two or three sponsors, it was understood. Agency for Dial is Foote, Cone & Belding.

D-F-S to Handle Brand Names

DANCER-Fitzgerald-Sample will again be the voluntary agency for this year's Brand Names Week April 28-May 4, Brand Names Foundation announced last week. The foundation estimates that both national and local media and some 20,000 merchants will take part in the campaign, centered on the copy theme "You're Satisfied Most With a Brand That's Made a Name For Itself." National tie-in kits include radio and television spot announcements.

Hertz Appoints Gantner

ANDREW S. GANTNER, formerly advertising and sales promotion director for Peter Hand Brewing Co., Chicago, has been appointed advertising manager of Hertz Rent-A-Car System, that city, and will coordinate its 1957 $2.6 million media budget. Mr. Gantner succeeds Jay P. Kent, who moves into a training school capacity. Both Hert Rent-A-Car System and Hertz Corp. plan to add broadcast media to their advertising plans later this year for the first time [AT DEADLINE, Feb. 11]. Hertz agency is Campbell-Ewald Co., Detroit.

RCA Laundry Sales Hit Record

SALES of RCA Whirlpool laundry appliances reached their "highest level" for Whirlpool products in 1956 under management of the newly-organized Whirlpool-Seeger Corp., the company said last week. Its annual report, covering the first year of operations ending Dec. 31, 1956 listed net sales of $368,220,975 and net earnings after taxes of $13,808,294.

The Next 10 Days Of Network Color Shows (All times EST)

CBS-TV

Mar. 14 (8:30-9:30 p.m.) *Shower of Stars,* Chrysler Corp. through McCann-Erickson.

Mar. 15 (3:30-4 p.m.) *Bob Crosby Show,* participating sponsors and agencies.

Mar. 17 (5:30-6 p.m.) *The Boing-Boing Show,* sustaining.

Mar. 20 (9-10 p.m.) *Hemo the Magnificent,* the Bell Telephone System through N. W Ayer & Son.

NBC-TV

Mar. 11-15 (1:30-2:30 p.m.) *Club 60,* Co-op sponsors and agencies (also Mar. 18-22).

Mar. 11 (8-8:30 p.m.) *Adventures of Sir Lancelot,* Whitehall Pharmacal through Ted Bates and Lever Bros. through Sullivan, Stauffer, Colwell & Bayles (also Mar. 18).

Mar. 11 (9:30-10:30 p.m.) *Robert Montgomery Presents,* S. C. Johnson through Needham, Louis & Brorby and Mennen Co. through Grey Adv.

Mar. 12 (10:30-11 p.m.) *Hold That Note,* Lanolin Plus through Russel M. Seeds.

Mar. 13-15 (3-4 p.m.) *NBC Matinee Theatre,* participating sponsors and agencies (also Mar. 18-22).

Mar. 13 (7:30-7:45 p.m.) *The Xavier Cugat Show,* sustaining (also Mar. 15, Mar. 20).

Mar. 13 (8-8:30 p.m.) *Masquerade Party,* sustaining (also Mar. 20).

Mar. 13 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods through J. Walter Thompson (also Mar. 20).

Mar. 14 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. through J. Walter Thompson Co.

Mar. 15 (10:45-11 p.m.) *Red Barber's Corner,* State Farm Insurance Co. through Needham, Louis & Brorby.

Mar. 16 (8-9 p.m.) *Perry Como Show,* participating sponsors and agencies.

Mar. 16 (9-10:30 p.m.) *TV Emmy Awards,* Oldsmobile Division of General Motors through D. P. Brother and RCA and RCA-Whirlpool through Kenyon & Eckhardt.

Mar. 17 (7:30-9 p.m.) *Hallmark Hall of Fame,* Hall Bros. through Foote, Cone & Belding.

Mar. 17 (9-10 p.m.) *Alcoa Hour,* Aluminum Co. of America through Fuller & Smith & Ross.

NETWORK RENEWALS

General Foods Corp., White Plains, N. Y., has renewed for a 52-week period its sponsorship of segments of CBS Radio's *Arthur Godfrey Time.* Agency: Young & Rubicam, N. Y.

General Products Corp. (vitamins), L. A., renews sponsorship on Columbia Pacific Radio Network for 52 weeks of *Story Master* on 26 CPRN stations. Agency: Dean Simmons, L. A.

Bankers Life & Casualty Co., Chicago, renews for fourth year ABC Radio's *Paul Harvey News,* effective March 31 for 52 weeks. Agency: Grant, Schwenck & Baker, same city.

AGENCY APPOINTMENTS

Avoset Co. (Qwik whipped cream), S. F., appoints Honig-Cooper, same city.

Tuborg Breweries Ltd., Copenhagen, Denmark, appoints Robert Otto & Co., N. Y.

Portland Cement Assn., Chicago, appoints J. Walter Thompson Co., N. Y.

Foremost Records and **Salvajor Co.** (kitchen equipment), both Kansas City, Mo., appoint Litman-Stevens & Margolin Inc., same city.

A&A SHORTS

Ad Fried Adv. Agency announces move to new building at 160 Santa Clara Ave., Oakland 10, Calif. Telephone: Olympic 4-3773.

Doremus & Co., Boston, moves to 60 Batterymarch Street. Telephone: Hubbard 2-5665.

Marks & Neese Adv. Inc., Jackson, Miss., announces corporate name change to **Gordon Marks & Co.**

Albert Woodley Co., N. Y., moved into temporary offices at Hotel Seymour, 50 W. 45th St., pending completion of office building at 530 Fifth Ave. Telephone: Murray Hill 2-6881.

SPOT NEW BUSINESS

William B. Reilly & Co., New Orleans, (Luzianne coffee), placing spring saturation campaign in Southern Calif. on KHJ-TV, KRCA (TV), KFAC and KNX, all Los Angeles, and KBIG Catalina. Agency: Heintz & Co., L. A.

John Morrell & Co., L. A., will use numerous stations in spring radio spot campaign in Southern Calif., to be placed by Mogge-Privett Inc., same city.

Bandini Fertilizer Co., L. A., using minute and half-minute radio spots in Southern Calif., about 16 per week on KMPC Los Angeles, 26 per week each on KBIG Avalon and KLAC Los Angeles, during 13-week lawn-starting period, effective March 1. Agency is Mayers Div., Cunningham & Walsh.

A&A PEOPLE

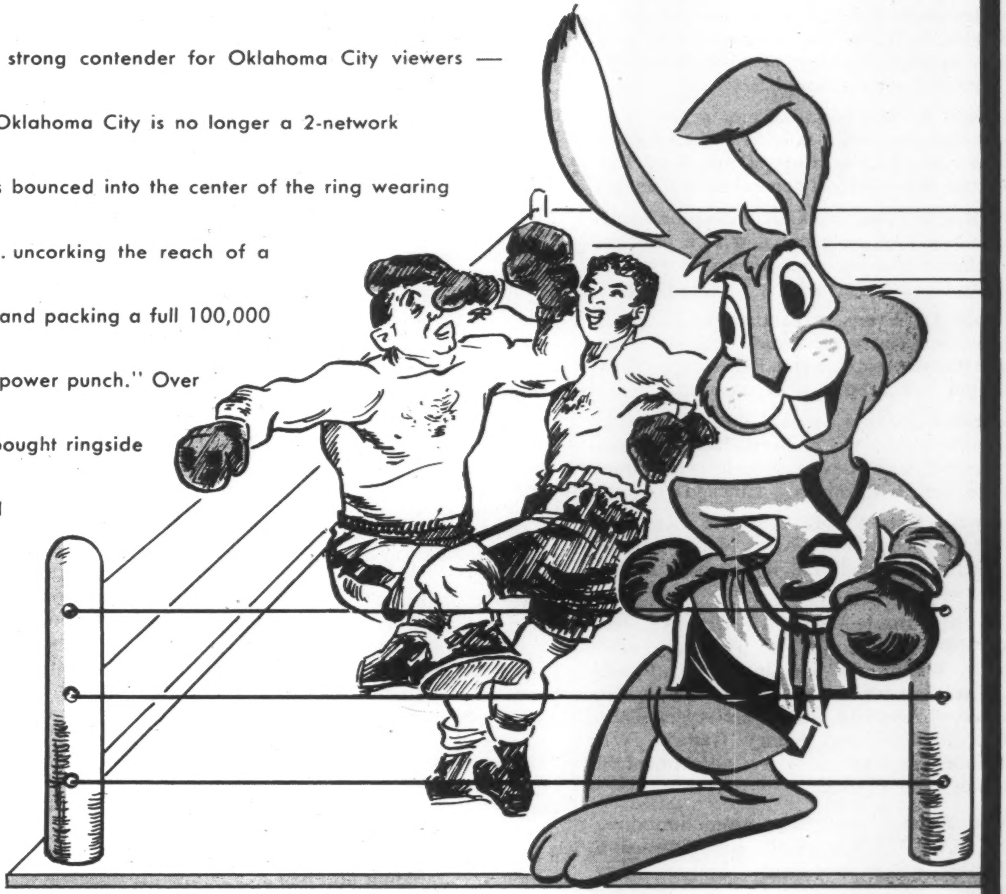
Fred Barrett, Len Carey, Harold Olsen and **W. Barry McCarthy** named directors of BBDO, N. Y.

James P. Shelley, senior account supervisor

OKLAHOMA CITY

Third Man in the Ring

In this corner — a strong contender for Oklahoma City viewers — the Channel 5 Kid! Oklahoma City is no longer a 2-network match. KGEO-TV has bounced into the center of the ring wearing the abc colors . . . uncorking the reach of a 1356-foot tower . . . and packing a full 100,000 watts behind every "power punch." Over a million fans have bought ringside seats for the fun and excitement on KGEO-TV.



Before you make a definite buying decision, better check the contender's growing attraction. He'll have plenty to do with "increasing the sales gate" in Oklahoma City.

5 KGEO-TV

The Center of Attraction

ENID • OKLAHOMA CITY

FULL ABC NETWORK

REPRESENTED BY JOHN E. PEARSON CO.

and member of advisory committee, McCann-Erickson, L. A., named vice president. He will continue in his previous capacities.

John R. Van Arsdale, senior vice president-supervisor of account management and creative divisions, Charles L. Rumrill & Co., Rochester, N. Y., appointed to firm's board of directors. **Donald B. Miller** and **John E. Troskosky,** account executives and assistant vice presidents with agency, named vice presidents.

Albert Carroll, vice president-director of professional marketing division, Benton & Bowles, N. Y., to Vick Chemical Co., same city, as vice president of Merrell-National Overseas Labs division.

Sydney A. Skillman, assistant general sales manager over zone sales-field marketing at Studebaker-Packard Corp., South Bend, Ind., elected vice president general sales manager.

W. Kedzie Teller and **L. J. Thompson** named executive vice president and vice president in charge of sales, respectively, by Pharma-Craft Co.

James D. Evans, executive media supervisor, and **Harry G. Kebel,** account executive (Quaker oats), Lynn Baker Inc., N. Y., elected vice presidents of agency.

Marshall Edinger, media director account executive, and **W. P. McWilliams,** account executive, elected vice presidents at Grant, Schwenck & Baker Inc., Chicago.

Howard Linn Edsall, executive vice president of Fred Wittner Adv., N. Y., resigned effective March 1 and is on three months terminal leave.

Lee M. Montgomery, account executive, KGMB-TV Honolulu. to Honolulu office of N. W. Ayer & Son, in charge of radio and tv; **Barbara Graham,** B. Altman & Co., to copy research bureau in Ayers Philadelphia office, and **Sidney Gathrid,** WIP Philadelphia, to radio tv department in agency's N. Y. office.

Alan Bautzer, advertising-promotion director, KYW-TV Cleveland, and **Edward S. Banasik,** vice president, Marcus Adv. Agency, to G. M. Basford Co., Cleveland, as account executive and copy director, respectively.

Richard Rogers appointed manager of media department at John W. Shaw Adv. Inc., Chicago.

Richard F. Casey, senior research executive, National Analysts, to Benton & Bowles, N. Y., research department as project director.

Cecil West, formerly with Ruthrauff & Ryan, N. Y. to Kenyon & Eckhardt, same city, as art director.

Arthur W. Poretz, reporter and rewrite man for *New Haven Register,* joins Emil Mogul Co., N. Y., as assistant director of public relations.

Tyler Davis, formerly with J. Walter Thompson Co. and Maxon Inc., both N. Y., in account executive capacities, to Endorsement Inc., (agency specializing in testimonials), same city, as group supervisor.

Paramount Stock Seen As Good Investment

PARAMOUNT Pictures' stock is seen as a profitable investment by Bache & Co., one of the largest brokerage houses in the country. In a report the Wall St. firm recently circulated to its clients, Paramount's shares are regarded as "attractive for capital appreciation."

This evaluation was made by Bache's researchers. Optimism is based on five main factors, which include an improving outlook in the film industry, the high asset value of the shares, the company's extensive interest in the entertainment field, management foresight and the retirement of much of the total number of original shares outstanding.

Specifically, it was found that Paramount's "profit margin" has been the highest in the film industry in four of the past six years (1950 through 1955) with two films, "The Ten Commandments" and "War And Peace" expected to be "big money makers." Noted was the fact that Paramount has not released its pre-1949 film library (Paramount is the sole major studio withholding its pre-1949 feature product from tv and still seeks a prospective customer [B•T, March 4]).

This library, Bache estimated, is worth $20 to $25 per share, and although the book value per share as of Dec. 31, 1955, was $34.63, "if a more realistic value is given to various assets, the asset value would be about $65-$70."

In detailing Paramount's interests, Bache noted the company owns 51% of Famous Players Canadian Corp. Ltd., largest theatre chain in Canada and over one-half of three tv stations in Canada, and has acquired Dot Records Co. as an entree into the phonograph record industry.

For foresight, Bache pointed to Paramount's 50% ownership of Chromatic Television Labs, developer of the Lawrence tubes and licenser of Litton Industries to develop industrial applications of the tube; 90% holding of International Telemeter, a pay tv system, and various other electronic interests. Paramount also has 26.6% interest in Allen B. DuMont Labs.

Since 1950 the finding continues, Paramount has retired more than 38% of the original shares outstanding, purchasing 161,900 shares in the open market and thus reducing the outstanding shares to 1,999,816, and enhancing the underlying value of the outstanding shares.

New Screen Gem Package Release Sold to WABC-TV for $750,000

IN a transaction estimated at $750,000, WABC-TV New York last week obtained 50 feature films of the Columbia Pictures library from Screen Gems Inc., New York, acquiring the first-run films in advance of their general release to stations. The films, which will be carried on WABC-TV seven nights a week from 11 p.m. to conclusion, inaugurate a policy of first-run films for the station, according to Robert L. Stone, vice president in charge of WABC-TV.

The package of feature films, titled "Hollywood Premiere Parade," is the third to be released to tv by Screen Gems, tv subsidiary of Columbia Pictures. Included in the package are "The Awful Truth" with Irene Dunne and Cary Grant; "Golden Boy" with William Holden and Barbara Stanwyck; "Johnny O'Clock" with Dick Powell and Lee J. Cobb; "Dead Reckoning" with Humphrey Bogart; "You Were Never Lovelier" with William Holden and Barbara Stanwyck.

Telemovie is Film Hope, Says Video Pres. Griffing

THE hope for the future of the motion picture business is telemovies—a wired tv system for home movies soon to be started in Bartlesville, Okla.—Henry Griffing, president of Video Independent Theatres Inc., told the United Theatre Owners of Oklahoma in Oklahoma City last Thursday.

Mr. Griffing invited theatre exhibitors "everywhere" to take part in the development of Video's telemovies. "The biggest mistaken idea is that we're involved in some kind of subscription tv [with the Bartlesville wired system]," he said. "This is not toll tv. . . . As a matter of fact, telemovies are the best weapon the exhibitor has to fight toll tv and restore the audience we have lost in the last 10 years."

He said telemovies are open to anybody and are not the exclusive property of Video, as many exhibitors believed. Success of the wired home tv movie operation will create a demand for more pictures and production will be stimulated, he predicted. "In the past decade we've seen too many elements of motion picture entertainment go downhill—attendance, employment, profits and the number of pictures. We believe telemovies will stop the decline and put this industry on the rise once again," he said.

In Bartlesville, city of approximately 28,000, Video expects to break even on operating costs with 1,500 subscribers at $9.50 per month [B•T, Feb. 18]. To get its capital investment back. Video hopes to tie at least 3,000 homes to its coaxial cable. Mr. Griffing said. He advised against written contracts, deposits or connection fees and urged that no coin boxes or other collection devices be used in paying for telemovies.

Bartlesville subscribers will get 13 first-run movies monthly and a day's program will run continuously for eight or 10 hours "to get away from the disadvantage of tv movies—that you have to be in front of your set at a given hour," he said.

CBS-TV, Screen Gems Sign Pact

SCREEN GEMS will produce a minimum of five new films for the CBS-TV *Playhouse 90* series during the 1957-58 season under a renewal of the agreement whereby Screen Gems has produced eight *Playhouse 90* shows in the current season, five already broadcast and three upcoming. Announcement of the contract renewal, made jointly by Hubbell Robinson Jr., CBS-TV executive vice president in charge of network programs, and Ralph Cohn, vice president and general manager of Screen Gems, calls for an increased budget over the $150,000 per program allotted for the 1956-57 films.

Do children avoid you?

If they're crossing the street and watching your competition instead, maybe it's because you're not showing them what they like best of all—Terrytoons! Television stations that show Terrytoons find they can draw a crowd *anytime*. For example . . .

8:00 am, Los Angeles: KTTV added Terrytoons and increased its ratings by *2½ times* during the first year!

12 noon, Philadelphia: WFIL-TV put Terrytoons on and *more than doubled* its share of audience the first year!

6:00 pm, Washington: WMAL-TV programmed Terrytoons and *quadrupled* its share of audience the first year!

7:00 pm, New York: WOR-TV put on Terrytoons and *doubled* its ratings the first year!

And the story's the same across the nation. Wherever and whenever a broadcaster programs Terrytoons, up go the ratings. If you want children to like you, get details on Terrytoons (available to all stations) by calling or wiring the nearest office of . . .

CBS Television Film Sales, Inc.

". . . the best films for all stations"

Source: ARB

EFFECTIVE IMMEDIATELY...

The NEW

WPTV

FULL POWER CHANNEL 5-
NBC-CBS *for the...* PALM BEACHES

is represented by...

BLAIR *Television* **ASSOCIATES INC.**

THE NEW **WPTV** IS A SERVICE OF

John H. Phipps Broadcasting Stations

WTAL	WCTV	WPTV	WKTG	WTYS
1270 KC	CH. 6	CH. 5	730 KC	1340 KC
TALLAHASSEE FLORIDA	TALLAHASSEE - THOMASVILLE FLORIDA GEORGIA	WEST PALM BEACH FLORIDA	THOMASVILLE GEORGIA	MARIANNA FLORIDA

P. O. BOX 3166, TALLAHASSEE, FLORIDA

HERSCHEL GRAVES, Managing Director

BILL WOODS, National Sales Manager

Stock Issue by NTA Would Raise $8 Million

National Telefilm Assoc. last week disclosed plans to raise as much as $8 million in the near future through an issue of debentures convertible into common stock.

NTA's plans were outlined in a proxy statement accompanying a notice of a special meeting of stockholders in New York on April 4. The statement said that stockholders will be asked at the meeting to approve an increase in common shares from one million to two million and to confer conversion rights on any notes or debentures that may be issued up to the amount of $8 million.

Ely A. Landau, NTA president, said in a letter to stockholders that the company's "rapidly expanding operations make additional financing necessary if the company is to achieve the full growth potential that is available." If the sale of debentures is completed, the proxy statement said, net proceeds "are expected to be used to retire certain short-term indebtedness and to meet certain commitments in connnection with the acquisition of motion picture product."

NTA will begin commercial operations of the NTA Film Network on April 1, using motion picture product acquired from 20th Century-Fox. Last November NTA committed itself to purchase 390 feature films from Fox over a three-year period for about $30 million and also entered into an agreement with Fox and Desilu Productions for the production of ten new half-hour film series. The Fox product will be utilized both on the NTA Film Network and on stations purchasing the films through NTA's regular distribution channels.

Sterling Tv Signs 13

THIRTEEN stations signed with Sterling Television Co. during the 10-day period of Feb. 18-28 for seven of the firm's program series, it was reported last week. Stations and properties follow: *Betsy Magic Key* WWTV (TV) Cadillac, Mich., *Movie Museum* KSD-TV St. Louis and KVOS-TV Bellingham, Wash., *For the Ladies* WGAN-TV Portland, Me., *Beat Experts* WGR-TV Buffalo, *Bowling Time* KAKE-TV Wichita, WCOV-TV Montgomery, WTVR (TV) Richmond Va., WLWC (TV) Columbus, and WESH-TV Daytona Beach, *I'm the Law* WNBQ (TV) Chicago, and *Features* WHEC-TV Rochester and WLEV-TV Bethlehem, Pa.

FILM PEOPLE

Glen Ellyn, Encyclopaedia Britannica Inc. sales promotion, to Encyclopaedia Britannica Films Inc. as sales promotion manager with headquarters in Wilmette, Ill.

FILM RANDOM SHOTS

UPA Pictures Inc. opening new office in Chicago at 360 N. Michigan Ave.

Television Programs of America's *Fury,* currently sponsored by General Foods and Borden Co. on NBC-TV, is being dubbed in Spanish.

CBS RADIO'S NEW RATES DETAILED

DETAILS of new rate structure for CBS Radio evening and Sunday program segmentation plan [B•T, Feb. 25] were revealed last week by Ben Lochridge, network sales manager, in meetings of executives of west coast advertising agencies made Monday and Tuesday in San Francisco, Wednesday and Thursday in Los Angeles. The same meetings have been held in New York, Mr. Lochridge said, but with individual agency groups. Last week's luncheon sessions were the first general meetings on the new CBS Radio rates which became effective Friday.

For a five-minute segment of any of 22 CBS Radio nighttime and weekend programs, purchased one to five times a week for a period of from one to 12 weeks on the full network the per segment price is $1100 for time and talents. Mr. Lochridge said this drops to $800 when the advertiser uses 16 or more segments a week for 52 weeks. In addition, advertisers who want to use network radio for special short-time campaigns, such as announcing a new model automobile, can buy these segments on a run of schedule basis, priced at $950 each for six to ten a week, $900 for 11-15, $850 for 16-19 and $800 each for 20 or more segments a week.

Programs included in the segmentation plan, Mr. Lochridge said, include: *Amos 'n' Andy* and *Robert Q. Lewis,* both Monday-through-Friday evenings; *Garden Gate,* farm news, *Galen Drake* and *Robert Q. Lewis* all Saturday morning; *Kathy Godfrey, Man Around The House* on Saturday afternoon; *Saturday Night Country Style* and a new sports roundup on Saturday evening; *Renfro Valley, World News Roundup* and *Washington Week* on Sunday morning; *Suspense, Indictment* and *Johnny Dollar* on Sunday afternoon; *FBI in Peace and War, Our Miss Brooks, Mitch Miller* and a sports roundup on Sunday evening.

In the daytime hours on CBS Radio, where a 5% increase also went into effect Friday, advertisers buying five or more 7½-minute run-of-schedule participations will be charged 15% of the hourly rate, instead of the 20% normally charged for such a time unit, it was reported. This means a cost of $19,800 for ten 7½-minute segments per week, or family impressions at 52 cents per thousand and listeners impressions at 31 cents per thousand, at annual rates.

Those figures are based on reaching 22,842,000 families or 38,935,000 individuals at home each week and 4,083,000 families or 7,072,000 individuals in their automobiles, it was said, or an unduplicated audience of 7,539,000 families or 12,731,000 individuals. Over a four-week period the unduplicated net coverage reaches 12,924,000 families or 21,824,000 individuals, it was added.

In urging the use of daytime radio to augment television there was cited a study made by A. C. Nielsen Co. for CBS Radio in December 1955, which divided the then 35 million tv families into five groups. Families in the first group devoted, on the average, 170 minutes to daytime tv, 19 minutes to daytime radio. In the next group the figures were 79 minutes for tv to 33 for radio, then 33 for tv to 41 for radio, then five for tv and 38 for radio and finally those tv families who spent no time with tv in the daytime but used their radios an average of 49 minutes. There were also the 11.8 million non-tv families whose use of daytime radio averaged 68 minutes.

Night Radio Network Organized by Ownby

PLANS for organization of an All-Night Radio Network as a coast-to-coast hookup of some 300 stations were revealed last week by James T. Ownby, owner-manager of KONI Phoenix and its affiliate KELE (FM), who is acting chairman and chief organizer of the new network. Mr. Ownby also owns WJXN Jackson, Miss., and has an application pending for a new am in Honolulu.

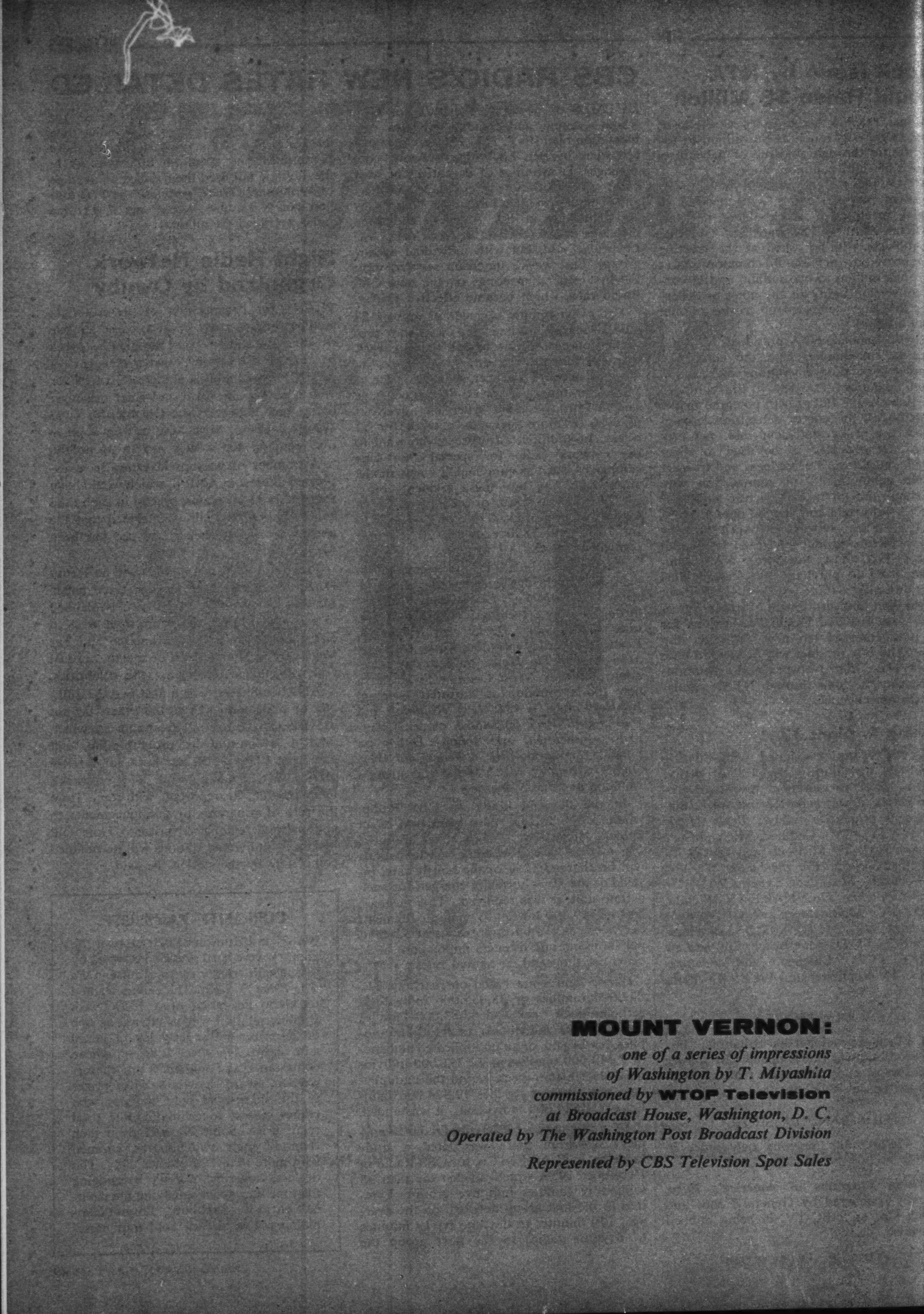
A number of western investors have expressed interest in ANRN, which would have four hours of programs, nightly in each time zone, Mr. Ownby said. He added that the new network's financing has not yet been worked out.

Program director of ANRN will be Henry D. Spalding, editor of *Deejay,* trade paper for disc jockeys, who said that it is planned to originate all programs from three western cities: Los Angeles, San Francisco and Las Vegas. Programming will be mostly musical and will include interviews with celebrities.

ANRN affiliates, which also may be affiliates of other networks as the others do not provide service during the hours to which ANRN is limiting its programming, will pay from $1 to $2.50 per hour for ANRN service, Mr. Spalding said. The network's main income, he reported, will come from the sale of programs or announcements to national and regional adveritsers. Time sold locally by individual stations will be retained completely by the station, he said.

CURIOSITY PAYS OFF

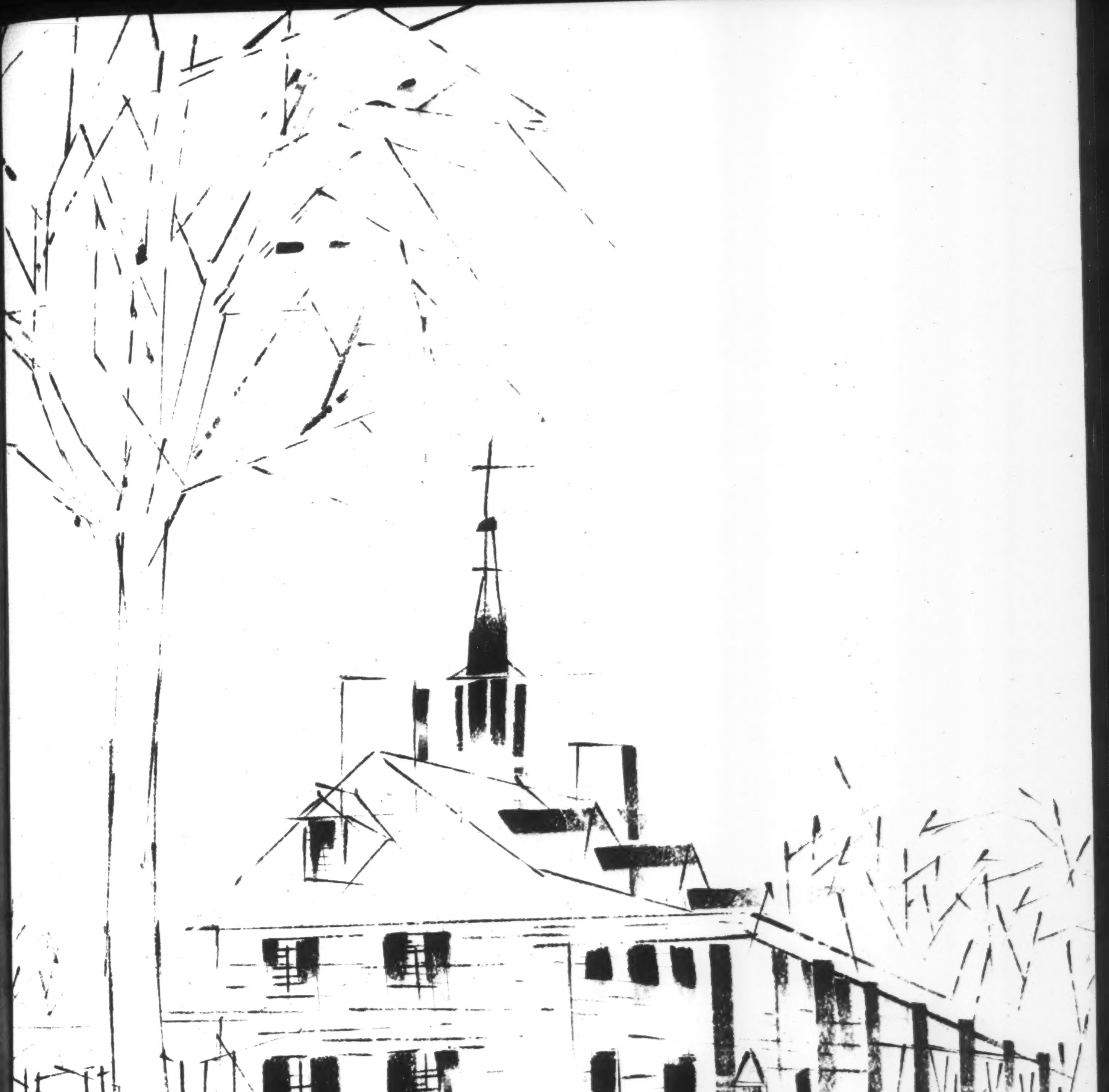
NASH and Hudson dealers all over the country were hard pressed last week by phone calls from viewers of NBC-TV's *The Price Is Right.* The callers wanted to know the price of a 1957 Nash Rambler station wagon offered as one of the prizes on the weekday 11-11:30 a.m. show. *The Price Is Right,* whose contestants and audience are mainly women, awards its whole kit of prizes to the sharp-eyed lady shopper who comes closest to estimating the total retail price. Some Nash-Hudson men reported their switchboards jammed with more than 100 queries daily. The dealers, however, weren't begrudging the time they spent satisfying the women's curiosity. Said one: "I'm not complaining, I've already sold four cars."



MOUNT VERNON:

one of a series of impressions
of Washington by T. Miyashita
commissioned by **WTOP Television**
at Broadcast House, Washington, D. C.
Operated by The Washington Post Broadcast Division

Represented by CBS Television Spot Sales


T MIYASHITA

MOUNT VERNON *by T. Miyashita*
First of a series of impressions of Washington
commissioned by **WTOP Television**
at Broadcast House, Washington, D. C.
Operated by The Washington Post Broadcast Division
Reprints of this series available on request.

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AFFILIATES GROUP BACKS NBC-TV PLAN

- 'Crisis' extension discussed
- Some loath to give up time

THOUGH some affiliates are protesting NBC-TV's plan to extend its programming next season into a half-hour of station time on Monday nights, network affiliate officials said last week that they did not anticipate unusual problems on that score.

In fact, there were indications that NBC-TV programming would run into station time on other nights of the week in addition to instances where it does now.

Immediate object of the affiliate complaint is the plan to install *Crisis,* a new mystery-melodrama series, at 10-11 Monday nights, shifting *Robert Montgomery Presents* from its current 9:30-10:30 period to another as yet undetermined spot in the week's schedule [B•T, Feb. 25, 18].

NBC authorities feel that the trend in television is toward extending network service through to 11 p.m. And, for that matter, by the time NBC-TV's fall planning is blueprinted in its entirety, service may run to 11 p.m. nearly every night of the week.

Already, NBC-TV has programs running past 10:30 on Tuesday, Thursday, Friday and Saturday, with *Hold That Note, Lux Video Theatre, Red Barber's Corner* and *Your Hit Parade* the respective programs those nights. Only *Lux Video Theatre* overlaps network and station time, however. The three others start at 10:30 making it possible for affiliates to refuse them without cutting off any network option time programming.

Problems Confronting Affiliates

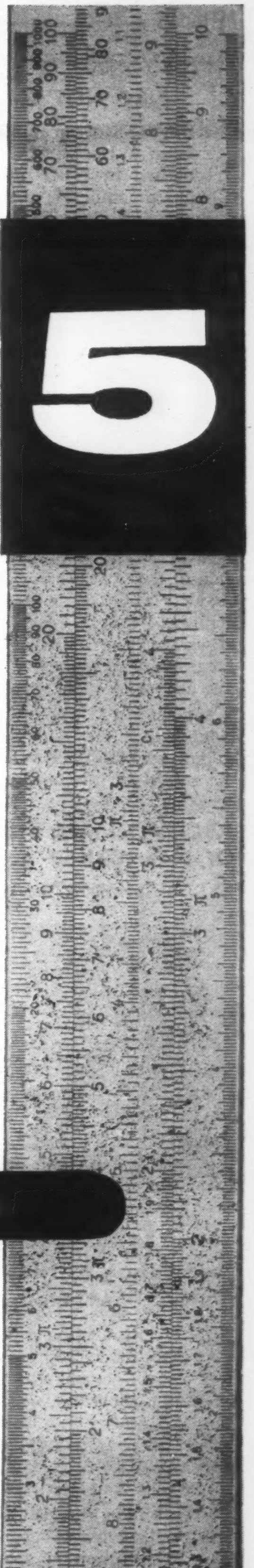
Some affiliates have solid sponsorship for syndicated film shows in the station time in question and don't want to drop this revenue in accommodating another half-hour of network service. On the other hand, it's noted that NBC-TV also had been faced with similar dissent when *Lux Video Theatre* was aimed for a 10-11 p.m. exposure, but the program finally was cleared without too much trouble.

A reported feeling among some stations that NBC is extending its service in order to reduce the amount of syndication was denied by the network.

Of more and of particular interest to NBC-TV, it was stated, is the competitive factor on Mondays—*Studio One* is seen on CBS-TV at 10-11 p.m. CBS-TV already services its affiliates with network shows through to 11 p.m. each night of the week. ABC-TV now has service to 11 o'clock on two nights a week—its Wednesday night fights and the *Ray Anthony Show* on Friday.

It was reported that some protests on the option time problem were raised at a Feb. 14 meeting of the NBC Television Affiliates executive committee. But last Tuesday, the committee released the adoption of a resolution "unanimously endorsing" NBC-TV's fall programming plans and efforts.

The announcement was made by Walter



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rich northern
Florida market, that
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other media can . . .
completely, effectively,
and with apparent but
deceptive ease.

JHP

THE PERRY STATIONS

1 WJHP AM/FM/TV Jacksonville
2 WCOA Pensacola
3 WTMC Ocala
4 WDLP Panama City
5 WESH-TV Daytona Beach

Radio Stations Represented By:
JOHN H. PERRY ASSOCIATES

TV Stations
REPRESENTED BY PETRY

NBC NOT SHUFFLING

REPORTS of an imminent high-level executive realignment at NBC were scotched by NBC officials last week with an emphatic denial. What was happening, they said, was the annual pre-summer "streamlining" with some cutback in program personnel. This, they emphasized, was a common occurrence at this time of the year since fewer programming people are needed in summer when a higher number of film programs and re-runs are on the air. Unofficially it was estimated that about 20 persons were affected. Some have been transferred to other duties within NBC.

J. Damm, vice president and general manager of WTMJ-TV Milwaukee and chairman of the committee. The resolution commended NBC for its "adaptability and willingness to change concepts and techniques" to provide the affiliates with the "greatest programming from the standpoints of revenue and mass appeal in the medium."

Mr. Damm's statement concluded that the committee "looks forward with confidence" to the tremendous audience gains that will be the results of this prodigious effort."

ABC-TV Names Mullen Manager Of New Detroit Sales Office

ESTABLISHMENT of a Detroit sales division of ABC-TV and the appointment of William P. Mullen as its sales manager were announced last week by Slocum Chapin, ABC-TV vice president in charge of sales.

MR. MULLEN

Mr. Mullen joined the ABC-TV sales department as an account executive in New York in May 1955.

Two Return to NBC-TV Wed., Sat.; 'Party', 'Vise' From CBS, ABC

WOLF Productions Inc.'s *Masquerade Party,* the quiz program pitting a panel of well-known personalities against thoroughly-disguised celebrities, will return to NBC-TV this Wednesday 8-8:30 p.m. The program, as yet unsponsored, played on NBC-TV between July 14-Aug. 25, 1952 when it went to CBS-TV and later ABC-TV.

Also joining the NBC-TV program lineup will be *Detective's Diary* this Saturday 12:30 p.m. The program, sponsored by Sterling Drugs (through Dancer-Fitzgerald-Sample, New York), consists of re-runs of the Mark Saber adventures in *The Vise* series, also seen on ABC-TV, Fri., 9:30-10 p.m. (for other story on Sterling Drugs and *The Vise,* see film barter story, p. 27).

CBS NEWS REFUTES CENSORSHIP CHARGES

- **Day hits ARTNA accusation**
- **Says Sevareid, Murrow Erred**

CBS NEWS last week branded as "completely erroneous" the charges filed against it by several magazines and the Assn. of Radio-Tv News Analysts that the reason for "censoring" Eric Sevareid and "censuring" Edward R. Murrow was because both had attacked the State Dept. ban on travel in Red China by U. S. newsmen [B•T, Feb. 11, *et. seq.*]

The reason, according to John F. Day, CBS director of news: Both had simply violated a long-standing CBS News policy by taking an editorial stand while on the air. Said Mr. Day: "We would have taken a similar attitude even if the topic hadn't been Mr. Dulles' policy—one, with which, ironically—we do not happen to agree."

Mr. Day, in an effort "to set the story straight for the first and last time," told B•T that this long-standing policy has been in effect for over 25 years, that it is reiterated every so often and boils down to a matter of "basic objectivity." "The guts of the policy," Mr. Day said, "is to be found in the May 25, 1954 speech of CBS Board Chairman William S. Paley, speaking before the NARTB in Chicago." It is as follows:

"In both news and news analysis, the goal of the news broadcaster or the news analyst must be objectivity. I think we all recognize that human nature is such that no newsman is entirely free from his own personal prejudices, experience and opinions and that, accordingly, 100% objectivity may not always be possible.

"But the important factor is that the news broadcaster and the news analyst must have the will and the intent to be objective. . . ."

Reason for the Kill

CBS News Editor Jim Roper in Washington, D. C. killed Mr. Sevareid's 9:25 p.m. broadcast Feb. 6 because it questioned the validity of the Dulles ban. The following week, when Mr. Murrow took a similar position, he was told that he too had violated CBS policy. Both moves were made in spite of the fact that CBS News, as a department, has gone on record as opposing the travel ban. It has given airtime to William Worthy of the Baltimore *Afro-American,* one of the three newsmen who visited China in spite of the State Dept. edict, and bases its decision "on the right to cover news from all over the world, wherever news is made."

In the exclusive B•T interview, Mr. Day lamented the fact that "this intramural matter was blown up into a public issue." He denied the allegation made by the ARTNA that "editorializing and analyzing were one and the same," saying that "editorializing" means "having preconceived opinions and marshalling your facts in an effort to win public support for this opinion," and defines "analyzing" as "rounding up all the available background material to a given situation with the aim of shedding enough light on the topic so that your audience may draw its own conclusions."

By "posing a series of rhetorical questions to which there were no answers," Mr. Day said, Mr. Sevareid had "violated our policy of analyzing instead of editorializing." He said that if Mr. Sevareid had presented both sides of the questions "we would have okayed the script." He added: "Had Ed (Murrow) shown us his script in advance of airtime—something he does from time to time with an attached note 'this'll bear watching'—we certainly would have been able to correct it . . . Ed's script could have been reworked without too much difficulty, but Eric's couldn't have been without a complete rewrite."

Describing CBS News policy as "not always 100% workable and not the easiest to subscribe to," Mr. Day told B•T that he has repeatedly passed out interoffice memos to the effect that "the important factor is that the news broadcaster and the news analyst must have the will and the intent to be objective" and that "no one in the organization is above or outside this policy." This does not mean, he added, that CBS News "wants its people to be without opinions . . . to be intellectual eunuchs," but merely that the network doesn't want to use its broadcast time as a means of venting this personal opinion." Mr. Day explained that he never objects to a script on the basis of subject matter—"so long as it's within limits of good taste," but that he bases his decision mostly "on the way it's presented."

Radio-Tv news may be presented by either one of two ways. One is "the CBS way;" the other that of "the spectrum system." Citing ABC's policy of presenting commentators and analysts of all shades of political opinion —extreme right to left—Mr. Day found that "while this system perhaps eases the network's responsibility to the public, it has two basic fallacies." The first is that the network assumes that the audience "hears all of the speakers," the second that reporters are "chosen on the basis of their political coloration, not necessarily on the basis of their objectivity."

Concluded Mr. Day: "The matter is closed. Since the time it happened, we haven't talked about it, and until a better policy comes along, our present one will stay in effect."

NBC-TV Gets Football, Baseball: NCAA, Major Leagues are Signed

NBC SPORTS claimed two major accomplishments last week as it (1) won for the sixth time in seven years the National Collegiate Athletic Assn. tv rights for 1957 intercollegiate football games, and (2) lined up a 26-game schedule of major league baseball games on Saturday afternoons starting April 6.

The 1957 NCAA contract, announced jointly last week by NBC President Robert W. Sarnoff and NCAA TV Committee Chairman Robert J. Kane, basically repeats last year's contract. It provides for nationwide telecasts on nine dates, eight of them Saturdays (when a single game is scheduled) and three games on Thanksgiving Day via a split-network basis. Regional games will

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THIS IS THE LATEST HOOPER REPORT FOR LANSING*

MONDAY THRU FRI 7:00 a.m.-12 noon	WILS 53.5	STATION B 32.9	STATION C 9.0
MONDAY THRU FRI 12 noon-6:00 p.m.	WILS 57.9	STATION B 31.6	STATION C 6.9

* JANUARY-FEBRUARY, 1957

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20 to 1 Power in the Central Michigan Area

LANSING • 2nd biggest Market in Michigan

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VENARD-RINTOUL-McCONNELL, INC.

Exclusive National Representative

be shown on four other Saturdays during the season.

The baseball games will be seen on 130 stations, but will not be carried by any station within 50 miles of a major league ballpark. They will feature all eight National League clubs and five American League clubs.

RKO FEATURE FILMS RENTED BY ABC-TV

- **26 films for one showing**
- **To run Sundays, 7:30-9 p.m.**

A BLOCK of 26 feature films was acquired last week by ABC-TV from RKO Television, distribution arm of RKO Teleradio, at a cost estimated between $650-750,000. Rental is for a one-time showing on the network with the films to revert back to RKO.

ABC-TV stated that the films would be shown Sundays, 7:30-9 p.m. EST, beginning April 7. This will pit the features against the highly-rated *Ed Sullivan Show* on CBS-TV and the *Steve Allen Show* on NBC-TV.

Both ABC and RKO Teleradio will be watching the results carefully since this will be the first showing of American feature films on a network feed basis. For some time, ABC has been telecasting British films —*Film Festival* program—on a 90-minute basis, formerly in the Sunday slot and now in the Saturday evening period, also 7:30-9. The RKO features, however, are all American made and had been top box-office attractions. Included among the 26 are such titles as "Gunga Din," "China Sky," "Flight For Freedom," "Walk Softly, Stranger," "Story of Vernon and Irene Castle," "Night Song," "Abe Lincoln in Illinois," "Enchanted Cottage," "Mr. Blandings Builds His Dream House," "King Kong" and "The Locket."

It was reported that ABC-TV, if successful in attracting an audience with the features, may use this approach as a build-up for a projected "Gary Cooper Theatre," an hour-long western film series made especially for tv and probably slated for the 7:30 p.m. period on Sunday. (Mr. Cooper would serve as host and Allied Artists would produce the series if plans are made final [AT DEADLINE, Feb. 25].

ABC-TV plans to offer nine one-minute periods to advertisers at the charter rate of $7,500 for a single participation, $7,000 for 2 to 9 participations, and $6,500 for 10 or more. The charter rate runs to May 26 with the rates boosted thereafter to respective prices of $8,500, $8,000 and $7,500.

The acquisition was made public by Oliver Treyz, vice president in charge of ABC-TV and C. Robert Manby, vice president of RKO Teleradio Pictures. RKO last year sold 740 feature films to C&C Super Corp., retaining the right for RKO Teleradio's tv stations in six cities to use all of the features and also the right to rent 150 of the films to a national advertiser for a one-time showing before they pass on to the C&C Television Corp. The 26 films rented to ABC-TV were among the 150.

RKO television, meanwhile, still is negotiating for the sale of the other features. Nine of the 26 have been shown on tv in the New York and Los Angeles markets.

To accommodate the Sunday night feature film scheduling, ABC-TV will move *Ted Mack and the Original Amateur Hour* to a new time period, 9-10 p.m. EST, on that day. Pharmaceuticals Inc., through Edward Kletter Assoc., sponsors *Amateur Hour*.

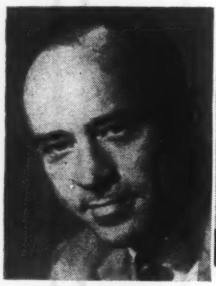
Among the many stars in the acquired features are Raymond Massey, Shirley Temple, Maureen O'Hara, Hedy Lamar, George Brent, Laraine Day, Pat O'Brien, Ginger Rogers, John Garfield, Kirk Douglas, Fred Astaire, Dorothy McGuire, Katherine Hepburn, Cary Grant, Randolph Scott, John Wayne and Dana Andrews.

ABC Promotes Smith, Cummings in Tv Posts

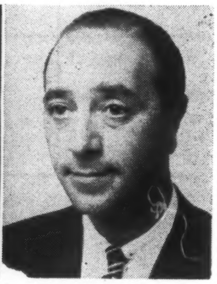
APPOINTMENTS of J. English Smith as manager of tv network programs, ABC, New York, and Sandy Cummings as manager of tv network programs, ABC, Western division, were announced Thursday by James T. Aubrey, Jr., vice president in charge of programs and talent for the ABC television network. Both appointments are effective March 17.

The appointments are indicative of the increased network programming activity and will help to coördinate more efficiently the activities of ABC headquarters in New York with its western division in Hollywood, Mr. Aubrey explained.

Mr. Smith, presently with the network's western division, Hollywood, will assume his new duties at the network's New York headquarters. He joined ABC New York in February 1954 as business manager of the tv production services dept. In September 1954 he was promoted to program service manager for the ABC-TV network. Subsequently, he was named coordinator for the network's Warner Bros. series—*Cheyenne* and *Conflict*, assuming this post in May 1955, when he transferred from ABC's New York headquarters to the West Coast. On May 1 last year, Mr. Smith was appointed manager of the network program department, western division, the post he maintained until his new appointment.



MR. SMITH



MR. CUMMINGS

Prior to joining ABC, Mr. Smith had been an associate producer with MCA, with Kudner Agency and a production coordinator for NBC.

Mr. Cummings joined ABC's western division in June 1954 as ABC-Disney coordinator, responsible for coordination between ABC, Walt Disney Studios and the agencies and clients on the network's *Disneyland* and *Mickey Mouse Club* program, produced by Disney, and the most recently announced new Disney weekly half-hour *Zorro* series which will debut on ABC-TV this fall.

Prior to joining ABC, Mr. Cummings was with the Hollywood office of William Morris Agency and before that had his own radio and television packaging agency. His other associations include head of the radio dept. for Jaffe Agency, Hollywood, and radio representative for various Hollywood agencies and personalities, including Donald O'Connor and the late Humphrey Bogart. He also had been with Columbia Pictures and Paramount Pictures in their production departments. Prior to World War II Mr. Cummings organized the Hollywood offices of Benton & Bowles.

A successor to Mr. Cummings' position as ABC-Disney coordinator at the Walt Disney studios will be announced shortly, the network said.

NBC-TV Signs 13 For T-H-T, Expects $1.5 Million Gross

PARTICIPATION schedules amounting to approximately $1.5 million gross were ordered during the month of February in NBC-TV's *Today-Home-Tonight* lineup, it was announced Thursday by William R. (Billy) Goodheart Jr., vice president of NBC-TV Network Sales. Some 13 advertisers purchased a total of 143 participations in the T-H-T structure, with *Today* accounting for the highest (80) number of buys.

Among the advertisers who signed last month are: McKesson & Robbins Inc., Washington State Potato Commission, West Clox Div., General Time Corp., Insurance Co. of North America, Olin Mathieson Chemical Corp. and California Packing Corp. (Del Monte Brand Foods). Five who made their bow as NBC-TV sponsors were: International Swimming Pool Corp., Midas Inc. (Auto Mufflers), Juvenile Shoe Corp. of America, McKesson & Robbins (for its new Kessamin Dietetic Formula) and the Washington State Potato Commission.

NETWORK PEOPLE

Frank Blotter, formerly head of Mumm, Mullay & Nichols Inc., Chicago, to ABC Radio network sales staff, same city.

Bernel Fullmer, ABC Radio continuity acceptance department in Hollywood transferred to ABC-TV to work on tv network packages in Western Div.

Cliff Evans, reporter on NBC-TV's *Today* program, promoted to sports editor of Dave Garroway weekday series.

Sally Cohen, KOMU-TV Columbia, Mo., to promotion-advertising-press information department of ABC Central Div. in Chicago.

Andy Ross, ABC art director, father of girl, Amy Beth, Feb. 23.

John Lupton, star of ABC-TV's *Broken Arrow* series, father of girl, Feb. 26.

COMING SOON...

HIGHEST TOWER—MAXIMUM POWER

KETV

OMAHA, NEB.

announces
the appointment of

H-R TELEVISION, INC.

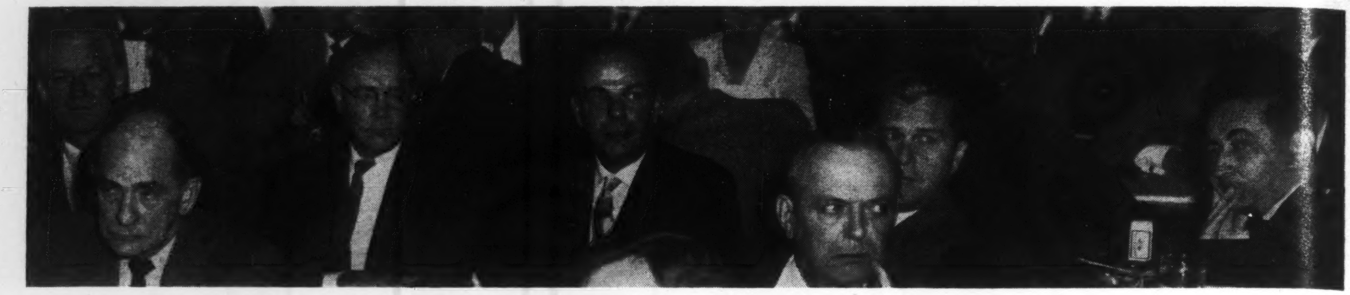
AS NATIONAL REPRESENTATIVES

AIR DATE: SEPTEMBER, 1957

Channel 7

EUGENE S. THOMAS, GENERAL MANAGER

AFFILIATED WITH THE OMAHA WORLD-HERALD



AT TOP (l to r): Hyde, McConnaughey, Bartley, Mack, Craven, Doerfer, Lee.

CONGRESS ASKS FCC SOME QUESTIONS

Senate group quizzes on allocations; House group concerned with pay tv

THE FCC—seven commissioners and at least a dozen high level staff executives—spent two days on Capitol Hill last week. They are scheduled to spend two more days before Congressional committees again this week. The Senate Commerce Committee last Tuesday quizzed the Commission on the allocations picture. The House Commerce Committee last Thursday put the Commission on a hurried one-hour grill, concerned mainly with pay tv. This is what happened.

SOME PROGRESS IS SEEN IN UHF-VHF ALLOCATIONS

THE seven FCC commissioners plus a dozen top aides spent two uncomfortable hours on Capitol Hill last Thursday, but they didn't suffer unduly.

They were grilled about uhf and vhf allocations by eleven members of the Senate Commerce Committee, but it was obvious the Senators did not know what to do about the matter—other than what the Commission has done—either. They seemed to feel that the Commission was making some progress, but some were not too happy about what the Commission has accomplished to date.

The hearing, running all of Tuesday morning, recessed at noontime to permit the Senators to participate in the floor debate on President Eisenhower's Mideast policy resolution. The hearing was continued to March 14 (Thursday). It was understood that this session would continue with the allocations question, plus queries on boosters and satellites, AT&T intercity line charges, and other such matters. Not scheduled, but sure to be raised, are questions on subscription television, the progress of the FCC's network study and other facets of television activities.

Highlights of the morning's testimony included:

- Comr. T. A. M. Craven reiterated his stand on what has become known as the Craven Plan—delete the table of allocations, permit vhf drop-ins, allow directional antennas, lower power, and other relaxations of present rules.

Comr. Craven also revealed that the Commission has decided to order a study of allocations from 25 mc to 890 mc. There already is underway an FCC investigation of spectrum assignments above 890 mc. The broadcasting services fall in the 25-890 mc range—fm, from 88 mc to 108 mc, and television, from 54 mc to 890 mc (but not consecutively).

- Comr. John C. Doerfer inveighed, as he did in his Fresno dissent two weeks ago [AT DEADLINE, B•T, March 4], against the deintermixture moves taken by the FCC majority two weeks ago. He held that they were illegal and against good public policy. He also urged the use of vhf drop-ins, directional antennas, precision offset to add vhf channels to areas where competition is needed.

Comr. Doerfer also repeated a previous suggestion that the Commission prohibit a station, in a city where there is only one vhf and two or more uhf outlets, from affiliating and broadcasting the programs of more than one network.

- Although Chairman George C. McConnaughey held that the removal of the 10% excise tax on all-channel television receivers was "vital" to the solution of the uhf-vhf problem, Sens. John O. Pastore (D-R. I.) and Charles E. Potter (R-Mich.) expressed pessimism. Efforts to remove this tax have been tried before, they recalled, and have failed. There is no assurance that a third try will be successful, they said.

- Chairman McConnaughey held that until the industry research program on uhf is completed (he was referring to the Television Allocations Study Organization) in about a year (he thought), there should be no haste in taking major measures to deintermix large areas. This attitude was commended by Republican Sens. John Marshall Butler (Md.) and Charles E. Potter (Mich.).

In addition to Sens. Pastore, Butler, and Potter, others present during virtually all of the morning session were Sen. Warren G. Magnuson (D-Wash.), chairman, and Democratic Sens. A. S. (Mike) Monroney (Okla.), Alan Bible (Nev.), Strom Thurmond (S. C.) and William Blakley (Tex.) and Republican Sens. John W. Bricker (Ohio), Andrew F. Schoeppel (Kan.), and William A. Purtell (Conn.). The senators were flanked by special counsel Kenneth A. Cox and committee communications specialist Nicholas Zapple.

Most of the commissioners agreed, as did most of the senators, that uhf must be used in order to establish the element of competition in television broadcasting.

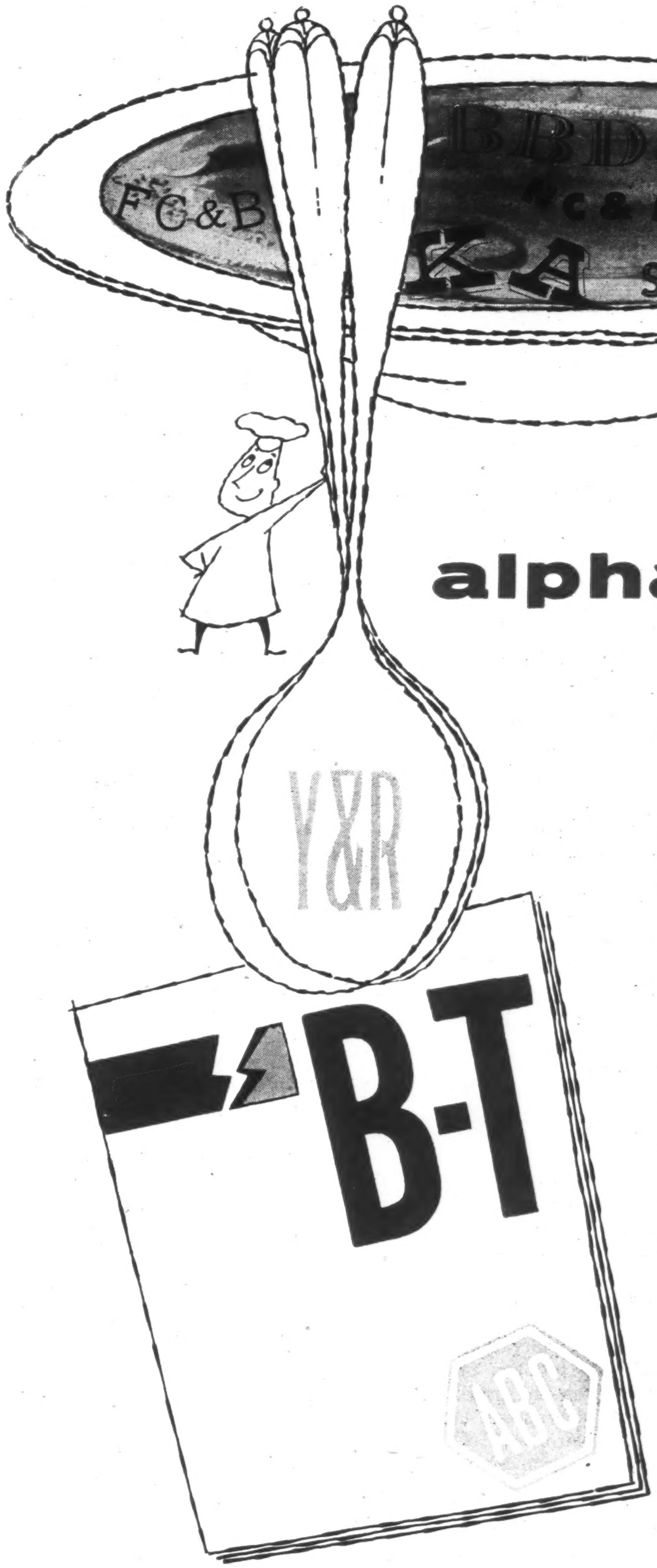
Comr. Craven foresaw improved coverage for uhf through the use of new techniques. He urged, in addition to deleting the table of allocations, the encouragement in the development and marketing of all-channel receivers. In fact, Comr. Craven saw in 20 years many uhf stations being operated successfully in vhf markets. "It's necessary now to create uhf 'islands'," he said, "otherwise the whole industry will suffer."

In answer to implied criticism that Comr. Craven's recommendation that the table of allocations be eliminated would wipe off educational reservations, the engineering commissioner pointed to his suggestion that educational groups receive special consideration in their applications for outlets.

Mr. Craven raised a warning flag when he noted the large number of purchases of vhf stations by major financial entities. This trend, he said, may "lead ultimately to these scarce but preferred transmission facilities in this tremendously significant media of mass communication being operated by a mere handful of persons."

He also expressed fear that the increasing popularity of feature film shows may cut into time normally allocated for information and live originations. He suggested that package film deals are proving so alluring to tv station operators that a trend may be developing leading stations away from the network system of distribution.

Comr. Craven also warned that the Con-



alphabet soup?*

No . . just some of the major advertising agencies who have picked Broadcasting-Telecasting as a nourishing place to run their house advertisements.

Seems timely to point this out, since Young & Rubicam has just scheduled 13 pages of its own advertising in B-T for 1957.

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*Translation for those unlettered in agency lore:

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gress and the Commission should not be blind to other facets of communications—use of the spectrum by non-broadcast services. "It is even possible, but not necessarily probable," he said, "that the lower portion of the vhf television spectrum could be affected."

[*For a condensed version of Comr. Craven's statement, see page 66.*]

Like Comr. John C. Doerfer, Comr. Craven recommended that the Commission permit dual operation on vhf and uhf in major cities to the advantage, he said, of building uhf viewers. The duopoly rule which forbids ownership of more than one station of each class in the same market should be waived, he said.

Comr. Doerfer made the point that the Communications Act and the first priority in the 1952 tv report was to bring television service to all the people. This is in conflict with deintermixture, he held, since deletion of vhf channels means the withdrawal of service from rural watchers in favor of competitive services for city folk. He said he could not understand how the creation of uhf "islands" could help, since deintermixture also created vhf islands. He declared that it was "highly impractical" to talk of moving all tv to the uhf band until it is known how much service will be lost.

This attitude was seconded by Comr. Richard A. Mack. He felt that the Commission had not gone far enough to create substantial uhf areas. He felt, he said, that the Commission should not revise the 6th Report and Order plan unless it was prepared to take major actions.

Both Comr. Doerfer and Comr. Mack dissented in all instances where the Commission withdrew vhf channels in the deintermixture actions.

Comr. Doerfer recommended that the FCC permit vhf drop-ins in the first 100 markets; relax mileage separations and permit the use of directional antennas, precision offset and other techniques to accomplish this.

He also recommended the adoption of a rule limiting network affiliation to one station in mixed markets where there might be one vhf and two or more uhfs. The vhf station should not be permitted to "skim off the cream of programs," he declared.

Chairman McConnaughey's statement, six pages in length, recited the steps that have been taken since its June 1956 declaration. This held out the possibility that the best answer to the uhf-vhf problem might be the shift of all tv to the uhf band, or such a move in a major geographical area.

Among these steps, Chairman McConnaughey stated, was the establishment of the Television Allocations Study Organization (an industry group organized to study the capabilities of uhf from a propagation as well as equipment viewpoint) and the deintermixture actions taken two weeks ago.

"None of the commissioners have assumed these actions will be a cure-all which will solve the entire problem," the chairman said, "but we sincerely hope that improvements will result."

He emphasized that the deintermixture actions were only the first steps. Because of the 1952 Communications Act amendments and the Administrative Procedures Act, Mr. McConnaughey said, hearings probably will have to be held where the Commission issues show cause orders to delete channels already occupied and where stations object.

He admitted there have been differences of opinion in reaching these solutions, and added: "But the Commission majority in each case honestly believes that the best possible solution by the record has been achieved."

A vital aspect of the uhf-vhf problem, Mr. McConnaughey emphasized, was to eliminate the differential between vhf and uhf receivers. He called for renewed effort to eliminate excise tax on all-channel sets.

It was at this point that both Sens. Pastore and Potter expressed pessimism.

Comr. Robert E. Lee volunteered a different approach to this situation—put a higher tax on vhf-only receivers. Sen. Magnuson stated that the committee was considering this possibility.

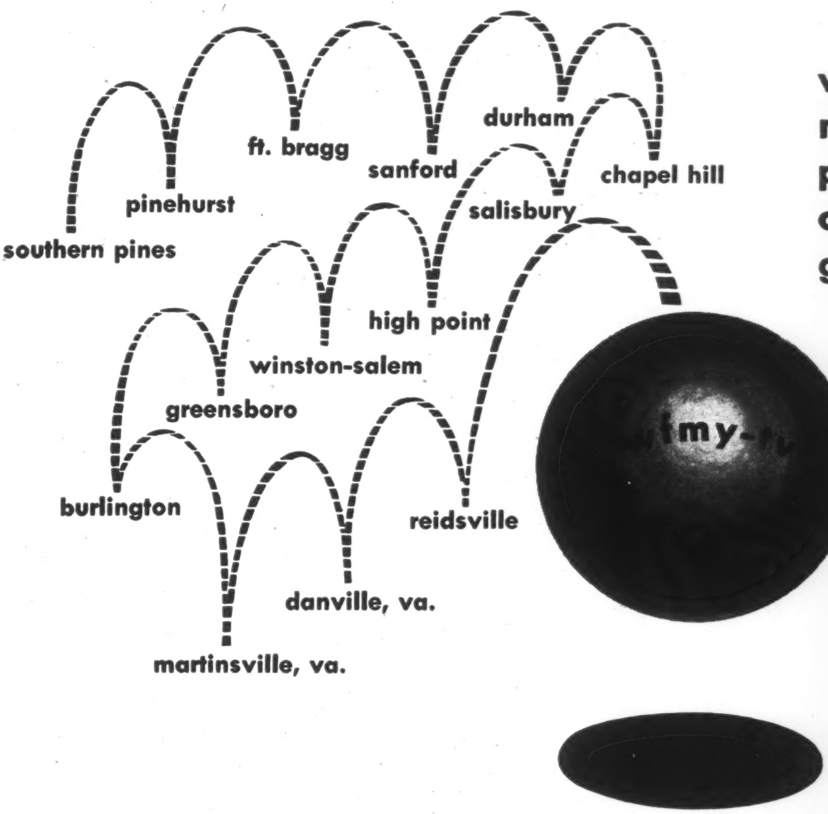
"This industry (television) has developed to its present significance with great rapidity," Mr. McConnaughey stated. "It is almost axiomatic that growing pains are concomitant with rapid growth. This does not mean that we should not be concerned with the trouble spots nor unwilling to seek to ascertain possible remedies or make constructive changes. But, it does suggest the necessity for deliberate and circumspect consideration before taking action."

Mr. McConnaughey touched lightly on other subjects. Of subscription television he said that the staff has summarized, analyzed and evaluated the voluminous record and that the Commission has had several special meetings on the subject. He declared that as soon as the Commission was through with its television allocations consideration, it could turn "in the near future" to pay tv. His statement contained one paragraph on the network study. He added that there were only a "few" cases [in hearing] pending before the Commission and that a determined effort was being made to decide these.

In other exchanges Tuesday morning, Sen. Magnuson expressed himself as somewhat optimistic about persuading the House Ways & Means Committee to delete the excise tax on uhf or all-wave receivers. The Treasury Dept. has some understanding of this as a special case, he said. "Congress made a special case for motion picture theatres," he recalled. This was last year when Congress deleted the amusement tax on motion picture theatre ticket admissions.

Sen. Monroney asked Mr. McConnaughey whether the Commission could not force manufacturers to make all-wave sets. The FCC has no authority to do that, the FCC chairman replied.

In a statistical background summary, Mr. McConnaughey reported there were 121 "live" uhf stations in 1953, the peak. Last year when the Commission appeared before the Senate committee, there were 91 such uhf outlets; now there are 90. Mr. McConnaughey said he understood there had been 8 million uhf receivers manufactured; Mr. Doerfer interpolated that there were only 3.9 million in use. This was compared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$2.5 Billion Market • $1.9 Billion Retail Sales

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to the 40 million total for tv receivers as of the present.

It was also pointed out that the networks own four uhf stations (CBS, Hartford, Conn., and Milwaukee, Wis.; NBC, Buffalo, N. Y., and New Britain, Conn.). Both NBC and ABC own five vhfs; CBS, three.

At another point, the FCC chairman declared: "I personally have the feeling that in the light of all demands for spectrum space—with the government looking at chs. 2-6—we have no alternative but to face up to the fact that we must use uhf . . . . We must preserve uhf; that's the unanimous opinion of all the commissioners."

COMIC RELIEF IN SENATE

THERE were moments of humor during the FCC's appearance on the Hill:

In one instance, Chairman McConnaughey was trying to explain how advertisers choose stations to be used on a network show. "Let's say I own a vhf station," Mr. McConnaughey began, "and you, Sen. Pastore, own a uhf . . ."

"Wait a minute," the bantam Rhode Islander interrupted, "I don't want to get the short end of this stick . . ."

On another occasion Sen. Schoeppel asked Mr. McConnaughey if there was "reasonable unanimity" among the commissioners on the deintermixture move taken two weeks ago. "I should say . . . not!", expostulated the chairman with a great show of indignation.

A chuckle ran through the audience, when Sen. Blakley, almost plaintively, asked: "Do you mean a station can't just ask a network for an affiliation . . .?"

TOLL TV DECISION MAY GO TO CONGRESS—McCONNAUGHEY

THERE were strong indications last week that the FCC may toss that hot potato, pay television—or at least a slice of it—into Congress' lap. This was hinted Thursday by FCC Chairman George C. McConnaughey in testimony before the House Interstate & Foreign Commerce Committee.

Pressed with questions from Rep. Walter Rogers (D-Tex.) and committee Chairman Oren Harris (D-Ark.), the FCC chief said he was not ready to say whether the FCC or Congress should decide the policy matter of whether toll tv should be treated as a broadcast service or a common carrier.

"We may have to come to you," he told the committee, "on some of the questions involved here." He did not indicate whether he thought such questions should be settled, in such an event, by legislation or by some other expression of congressional intent.

The Thursday session lasted only an hour (10-11 a.m.) and the brief questioning period also covered FCC's uhf-vhf deintermixture activities, fraudulent and misleading radio-tv advertising, premature "leaks" to newsmen on FCC actions and the Commission's policy on diversification of ownership of communications media. Mr. McConnaughey read a prepared statement summarizing principal FCC problems.

Chairman Harris tentatively set a return session with the FCC for 10 a.m. tomorrow (Tuesday) after the hearing was cut short so members could report to the House floor at 11 for debate on Senate amendments to the Middle East resolution. Other committee sessions are likely to follow tomorrow's hearing.

Rep. Rogers brought up the toll tv question by asking Mr. McConnaughey if he had any idea when a decision could be expected on subscription tv.

The FCC chairman replied that his group had asked the Senate Commerce Committee whether tv allocations or pay tv should get first priority at the FCC and was told the former should be acted upon first.

The FCC received thousands of comments on the toll tv question, all of which had to be digested by the staff, and the first digest reports were received by the FCC only recently, Mr. McConnaughey told the committee. The Commission has held recent meetings on pay tv and hopes to reach a decision "in the near future" on the 18-month-old FCC proceeding, he added.

[The FCC brought up toll tv at a meeting last Monday, discussing the question of whether pay tv should be considered a broadcast or common carrier service and if the latter, whether rates should be regulated. Also discussed was whether the FCC or Congress should decide this question. No conclusion was reached, formal or informal, and it was agreed to take up the problem again in three weeks.]

Asked by Chairman Harris whether he thought the FCC or Congress should have the duty of determining policy on pay television, Mr. McConnaughey said he was not ready to say. Then he added that FCC may have to refer some of the pay tv matters to Congress.

Chairman Harris remarked that "a good many" people feel that the FCC often assumes authority on some things when it shouldn't and at other times, when it should assume authority, passes the "hot potato" to Congress.

Rep. Peter F. Mack Jr. (D-Ill.) asked Chairman McConnaughey what was being done on deintermixture, commenting that in his opinion, the FCC's deintermixture program has been unsuccessful. Noting that the FCC has made Springfield, Ill., in his home district, a uhf-only market, he said many people in his district now can get no tv service, except by receiving vhf programs from St. Louis.

Chairman McConnaughey replied that in recent deintermixture activities, the FCC has tried to create uhf islands to make stations more competitive in these areas.

Rep. Mack said he thought it "makes as much sense" to deintermix am and fm as to separate uhf and vhf. "You must be following a system of moving the vhfs to the big cities," he continued, adding that he knew of no large cities which were made uhf-only markets.

During Chairman McConnaughey's answer to Rep. Mack on deintermixture, he repeated his statement made earlier in the week that some non-broadcast services are "looking with longing eyes" at parts of the vhf band (see story page 58).

To Rep. Isidore Dollinger (D-N. Y.), Mr. McConnaughey explained that the FCC and FTC have effected a liaison system in action against fraudulent and misleading advertising on radio-tv (see editorial page 116).

Rep. Dollinger is author of a measure (H Res 26) calling for a congressional investigation of fraudulent radio-tv commercials. The measure was referred to the House Rules Committee, which has not acted upon it, B•T was told last week, because Rep. Dollinger has not yet called for a hearing on the resolution.

Rep. John V. Beamer (R-Ind.) expressed concern about a story he said appeared in an Indianapolis newspaper to the effect that FCC has decided to whom ch. 13 in that city will be granted, although no official FCC announcement has been made.

Chairman McConnaughey said he, too, is concerned about "leaks" of information, a problem which causes trouble throughout the government, he commented. Sometimes the information "leaked" is true, sometimes false, he said, and the FCC has tried to prevent the leaks. Only recently, the Commission decided on a policy of publishing immediately its instructions to the FCC staff to write decisions, he explained.

Rep. Beamer also questioned the FCC chairman on the Commission's policy of diversification of ownership of communications media in awarding tv grants. Rep. Beamer noted that he had introduced a bill in the 84th Congress to prohibit discrimination against newspapers in the granting of broadcast licenses and said he probably would reintroduce the measure in the 85th Congress.

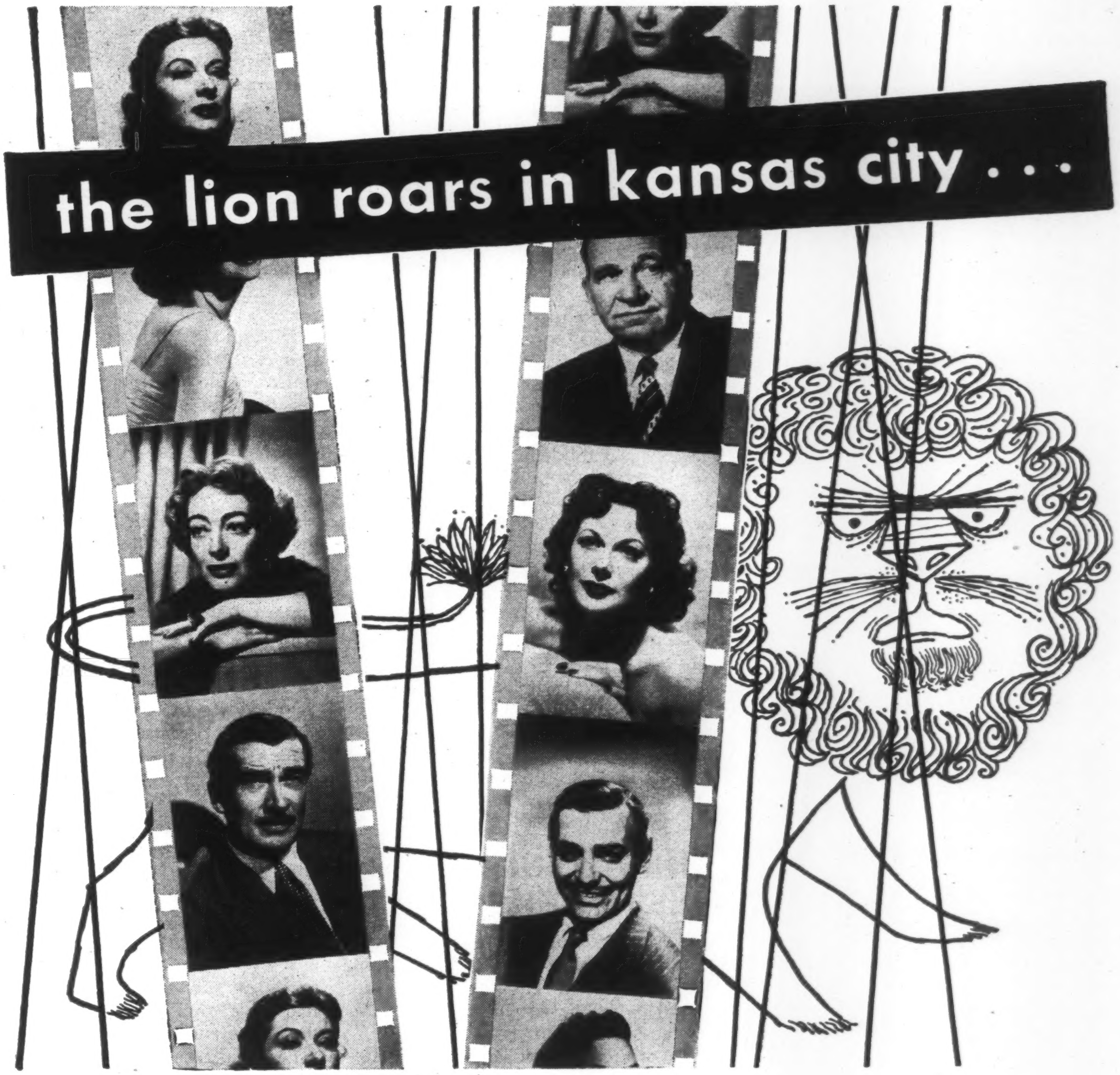
Rep. Beamer indicated he felt the FCC has made too many radio and tv grants in Indiana to persons living outside the state.

The FCC chairman replied that the FCC, in awarding grants, takes into consideration the concentration of newspaper and radio-tv holdings in a given area and also considers local residence as a factor. However, he said, it sometimes is hard to tell when a person is a local resident because he may have a "local background," but live in another community for a large part of the year.

Rep. Beamer said all the tv stations in Indianapolis are owned by "New York capitalists," and said he feared the same situation may prevail in the ownership of uhf stations in smaller cities in Indiana.

Replying, the FCC chairman noted that tv grants might have been granted originally to local residents, but often are sold later to out-of-state interests. Asked by Rep. Beamer if the FCC should not act to prevent such transactions, Chairman McConnaughey said that in the sale of a tv station the FCC has no alternative but to approve sale to an out-of-state interest if the buyer otherwise is qualified for a tv license.

Rep. Rogers questioned Comr. T. A. M. Craven about the latter's proposal late last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. . . over KCMO-TV with MGM's film classics, and Trendex shows Channel 5's complete dominance in Kansas City:

	Jan. 2	Jan. 4	Jan. 6	Jan. 7	Jan. 9
KCMO-TV	**24.1**	**23.1**	**34.5**	**28.5**	**23.4**
Station B	2.3	3.7	2.1	1.9	2.3
Station C	7.5	15.4	5.1	7.4	9.7

above ratings represent full two-hour period 10:30 p.m.-12:30 a.m.

KCMO-TV	**Kansas City**	**channel 5**
WHEN-TV	**Syracuse**	**channel 8**
KPHO-TV	**Phoenix**	**channel 5**
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These three 15-minute bonus babies are guaranteed to deliver consistent, top-rated performance all season long.

Check your Southern California line-up. Season tickets to bigger sales with these shows are available through your friendly Blair man...

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year to junk the allocations plan and make tv grants on a case-by-case basis [B•T, Dec. 24, 1956], indicating a concern as to how this would affect educational tv reservations.

Comr. Craven replied that his plan proposed "special consideration" to educational tv groups.

Chairman Harris, because of the brevity of last week's session, limited committee members to two questions each, but several members forewent even this privilege out of courtesy to each other and in the knowledge that they will be able to ask questions at later sessions.

It was the second appearance of the FCC last week before a congressional committee, members having testified Tuesday before the Senate Commerce Committee (story page 58). The FCC will also appear before the two committees this week, on the House side Tuesday and the Senate side Thursday.

All the members of the FCC were present for the session Thursday, but only Chairman McConnaughey and Comr. Craven (who answered one question) were called upon to testify. Also present were a number of FCC department heads and other staff executives.

Committee members at the hearing included: Democrats—Harris; John Bell Williams (Miss.); Mack; Kenneth A. Roberts (Ala.); Morgan M. Moulder (D-Mo.); Dollinger; Rogers, and Torbert H. Macdonald (Mass.). Republicans—Charles A. Wolverton (N. J.); Joseph P. O'Hara (Minn.); Robert Hale (Me.); Beamer; William L. Springer (Ill.); Paul F. Schenk (Ohio), and Joseph L. Carrigg (Pa.).

HENNINGS INQUIRY ON NETWORKS AIRED

THE explosive issue of alleged network monopoly in broadcasting was brought into the open last week by Sen. Thomas C. Hennings Jr. (D-Mo.), when he issued copies of correspondence he has had with the FCC.

Practical object of Sen. Hennings' statement obviously was the pending St. Louis ch. 11 case. It has been reported that CBS was to be favored for this channel. There are three other applicants for the vhf outlet.

Sen. Hennings said that he had intended bringing up the subject of the "antitrust aspects of the granting of licenses for television stations" at the Senate Commerce Committee hearing last Tuesday. Since the Commission is scheduled to return Thursday, the Missouri senator said, he intends to pursue the matter then.

The senator's release referred to a Feb. 12 letter of inquiry addressed to the FCC on the "progressive concentration of control in American business . . . [and] in the critical field of broadcasting;" a Feb. 23 letter to FCC Chairman George McConnaughey asking why no response had been received to his first inquiry; a Feb. 28 reply from Acting Chairman Rosel H. Hyde; a March 1 inquiry to FCC Comr. Robert T. Bartley, and a March 4 reply from Mr. Bartley.

In his initial letter, Sen. Hennings declared that the "one phase of monopoly in broadcasting which clearly requires immediate attention is the position of the dominant networks in the United States and particularly their ownership of broadcast stations, which increases that dominance."

Referring to the "exhaustive investigation and analysis" this "problem" is receiving from Congress, Justice Dept., and the Commission's own network study group, Sen. Hennings declared it was his intention to insure that "where a choice exists" a broadcast outlet will be controlled by "non-monopolistic licensees who are part of the communities to be served and therefore sensitive to the needs of these communities, rather than on the national level by dominant networks."

It would be improper for the Commission, Sen. Hennings said, to take any action which would result in further network acquisitions of broadcast facilities until the results of these studies have been completed. He asked to be informed whether the Commission intended taking any "affirmative" actions on network applications for increased broadcast facilities prior to the completion of these studies. Since CBS is the only network now seeking an additional facility, it was obvious that this is Sen. Hennings' target.

Mr. Hyde responded by citing the regulations on multiple ownership and duopoly.

There are no plans to modify or deviate from these rules, Mr. Hyde explained. Conclusions of the studies mentioned by Sen. Hennings, Mr. Hyde pointed out, may result in revisions of these rules.

In pointed reference to the St. Louis comparative hearing, Comr. Hyde declared that: "Since exhaustive and comprehensive consideration of all factors can be presented within the existing framework of the Commission's licensing scheme, and, in view of the highly competitive nature of the multiparty comparative hearing, will almost certainly be brought to the Commission's attention in that area of licensing, it is felt that adherence to existing procedures is in order, until such time as a different approach might be determined."

Comr. Hyde's response bore the notation that Comr. Bartley did not concur.

Responding to Sen. Hennings' inquiry, Comr. Bartley explained that he has consistently maintained that when multiple owners seek additional stations a hearing should be ordered to consider the effects of these acquisitions on "over-concentration of control of broadcast media."

Comr. Bartley added: "It has been my opinion that such increasing concentration of ownership by networks and other multiple owners, particularly in major markets, could have a serious impact on our present competitive broadcast structure, affecting network affiliation, the program service in areas involved, and competition for advertising revenues, both national and local. I have stated on several occasions that, in the light of the serious policy questions presented by these applications, the Commission should designate such applications for hearing in order that it might have before it a full and complete factual record upon which it could determine whether or not a grant of such applications would, in fact, serve the public interest, convenience and necessity."

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Hollywood 2-3111

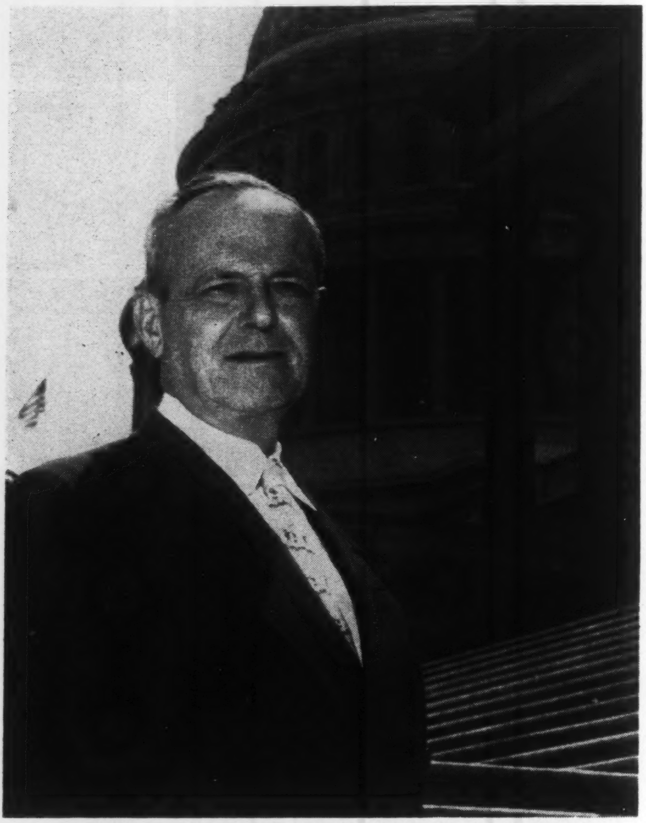
NEW ORLEANS
1032 Royal St.
Express 3913

TORONTO
102-108 Peter St.
Empire 3-4096

CRAVEN'S KEY TO TV ALLOCATIONS MAZE

ANALYSIS of why the tv allocations situation is as it is—and how he thinks the problem should be attacked—was given by Comr. T. A. M. Craven to the Senate Commerce Committee last week. It is an articulate exposition of current facts and, whether or not you agree with his conclusions, stands as "must" reading for the person interested in broadcasting. This is a condensation.

IN 1952 when the Sixth Report and Order was promulgated, manufacturers in this country were still not in a position to produce efficient all-channel television receivers which could be marketed at a reasonable cost as compared to vhf-only receivers. Consequently, the television receiver industry manufactured receivers capable of receiving vhf channels only and produced "makeshift" tuners or converters to accommodate uhf channels in markets where uhf transmission only was available.



COMR. T. A. M. CRAVEN: MAN WITH A PLAN

This "makeshift" equipment—and today's tuners and converters are nothing more than that—is inefficient and costly to maintain compared to the receiver performance potentialities possible today. Thus the existing receiver situation is one of the significant factors contributing to the present disparity between vhf and uhf television.

Likewise in 1952, when the "television freeze" was lifted, the manufacturing industry had not developed uhf transmission facilities capable of exploiting the potentialities of uhf. In spite of this, many entrepreneurs commenced operation of uhf transmitting stations with very low power, with consequent small service areas and poor technical quality of signal in the homes.

It is now obvious that the premature operation of uhf television stations with inadequate technical facilities, combined with the receiver situation previously described herein, resulted in a condition where vhf has become generally preferred by those who support the economics of television as being the more useful media of television broadcasting. Moreover, since 90% of the public look to vhf stations for their programs, receiver manufacturers claim to have insufficient incentive to manufacture and market all-channel television receivers. In some instances these manufacturers have discontinued earlier research leading to the development of an efficient all-channel receiver.

The net consequence of the conditions just described is that there is an extreme scarcity of preferred television transmission facilities in many of the major markets of the country. With this lack of comparable competitive facilities, individual station revenues have scored. Vhf stations have become extremely attractive to capital lured by the bait of bonanza returns. Many original "local" owners have sold their television stations at a lucrative profit to non-local multiple station owners. From this it would appear that a trend is developing which will lead ultimately to these scarce but preferred transmission facilities in this tremendously significant media of mass communication being operated by a mere handful of persons.

Undoubtedly, television has had its impact upon the motion picture industry which is seeking to find an outlet for its productions. In this connection that industry is now arranging with television stations film package deals which, if continued along present lines, will gradually eat away the time normally allocated for timely information and live events. Moreover, because they are financially more attractive, these package deals tend to draw stations away from network affiliations, a possible consequence of which is a trend away from a network system of distribution of timely information and live events of national and international importance and interest. I would like to point out that nothing I have said here has any reference to subscription television.

The most significant facet of the trends which I have mentioned is that they run counter to the concept of free competition which is implied in the Communications Act and one might conclude that the American system of broadcasting may be at stake.

To be more specific, it must be obvious to all that the 12 vhf channels presently being used for commercial television broadcasting, standing alone, are pathetically inadequate to provide this country with a national television broadcasting structure erected on a sound basis from the standpoint of public interest. If, as must be assumed, the present allocation of vhf spectrum space is all that can be made available to television broadcasting in the reasonable future, we must discover methods to provide for the utilization of the 70 uhf channels as an integral part of the television broadcast structure.

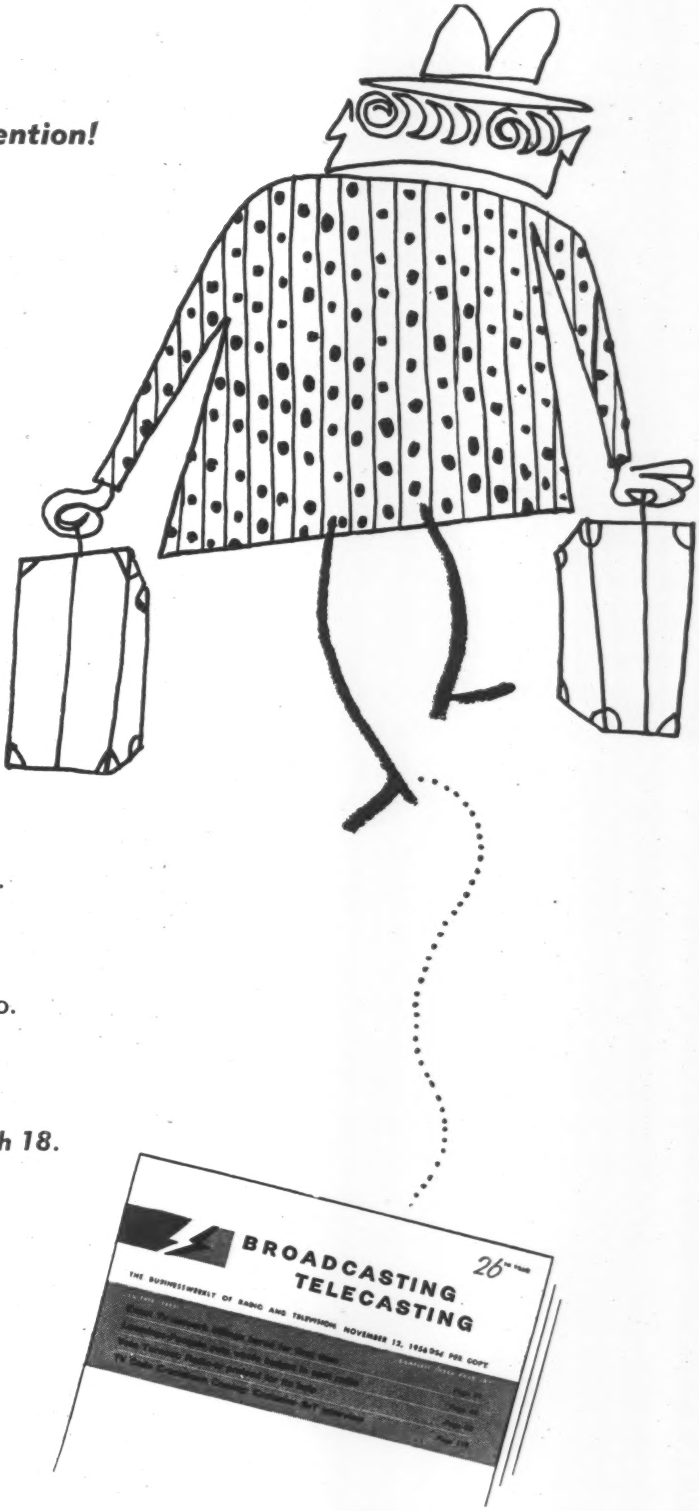
Accordingly, taking the long range point of view in the development of a sound national television system, it is essential that (a) the coverage potentialities of uhf be improved by taking advantage of new techniques; (b) the development and marketing of all-channel receivers be fostered, and (c) the acceptance of uhf as a valuable medium for the dissemination of information and entertainment be encouraged.

We May Need Both V, U

While it may well be that uhf will eventually be accepted as a valuable medium (which in a number of areas it already is), we have no assurance at this time that it will be an adequate substitute for vhf in many markets and some areas of the country. Therefore we must envision that the ultimate maximum utilization of television channels may, of necessity, embrace both vhf and uhf in the same markets or areas. In any event, since the public now has such a huge investment in vhf-only receivers, we cannot contemplate a shift to a uhf-only system on a nationwide basis, or even for large areas, until the public is ready to accept such a radical change. Thus, it is safe assumption that the use of both vhf and uhf in this country and frequently in the same community must continue for years to come regardless of the improvements which the research laboratories of the country will provide for uhf.

Therefore, as I see it, the question which must be answered at this time is simply this: "In what manner can both vhf and uhf channels be used, at least for the immediate future, so as to give some measure of relief

Don't forget the NARTB Convention!
It's April 7-11 in Chicago.


BROADCASTING
TELECASTING
26th Year
THE BUSINESSWEEKLY OF RADIO AND TELEVISION NOVEMBER 12, 1956

If you can't make it,
read all about it in the
B•T issue of April 8.

Even if you make it,
some of the things
that happen may be
a little bit hazy (!)
So read
all about it etc.

But whether you make it or not,
your advertisement should be
in the April 8th Convention Issue.
B•T is read by practically
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No Matter How You Measure It

WKRG-TV

is out in front in

MOBILE

PULSE Telepulse (Sept. '56) shows WKRG-TV leading in 275 quarter hours to 171 for Station "X". The night time lead is most one-sided, 117 to 48.

NIELSEN The 1956 Nielsen Coverage Service shows WKRG-TV leading in every department . . . covering 33 counties to 26 for Station "X", with 45,000 extra homes in Channel 5's Nielsen Coverage Service area.

A.R.B. A. R. B. (Nov. '56) shows Channel 5 pulling even further ahead, leading in morning, afternoon and night . . . and with 10 of top 15 shows in Mobile.

Channel 5 CBS

WKRG-TV

Reps: Avery-Knodel

to that segment of the television broadcast industry which thus far has been unable to find its proper place in the American system of broadcasting?"

The combined allocation of vhf and uhf channels to the various communities *according to market support* obviously is not the answer. To appreciate that fact all one must do is to review the history of television over the past few years and it becomes immediately apparent that the past "economic planning" by the FCC, if it has not failed entirely, has indeed fallen far short of expectations.

In this connection we must recognize the fact that the government cannot force technical or economic development along specific lines if such development is inconsistent with the accepted concepts of prudent business. Neither may the government by edict or fiat force the establishment of television stations in markets where there is insufficient economic support or where the public has expressed, by one means or another, a preference contrary to the government's planning. Consequently, further planning of this nature, in addition to being contrary to the public interest, does not present a solution to our problem.

Another aspect to be considered in the development of short-range planning is the fact that the Commission cannot force existing vhf licensees to change their channels to uhf without affording such licensees an opportunity to be heard in opposition to such a move; and in such hearings the evidence must clearly demonstrate that the change which the Commission desires to make is in the public interest. Moreover, the government should not and cannot make radical changes in the existing use of television channels, particularly by shifting all television to uhf, until it can be demonstrated that the new plan is at least equal to if not better than the old, and until there is a general acceptance of uhf by the public in the form of new television receiving systems. If the convenience of the public is to be given proper consideration, an evolutionary transition period must necessarily take place and it must be expected that such a period probably will last for several years.

Obviously, while we are awaiting the end of this transition period something must be done to relieve the unfortunate television broadcasting situation as we find it in many areas today. In my opinion, from a short-range point of view, which is our immediate interest, we must (a) rescind the allocation table; (b) make available extra vhf channels in markets where vhf stations already have a virtual monopoly; (c) encourage the development and marketing of all-channel receivers; and (d) preserve existing uhf markets and, as facts warrant, increase the number of such markets. However, it must be remembered that in some of these uhf areas, particularly in rough terrain, the uhf service presently is unsatisfactory from a technical point of view.

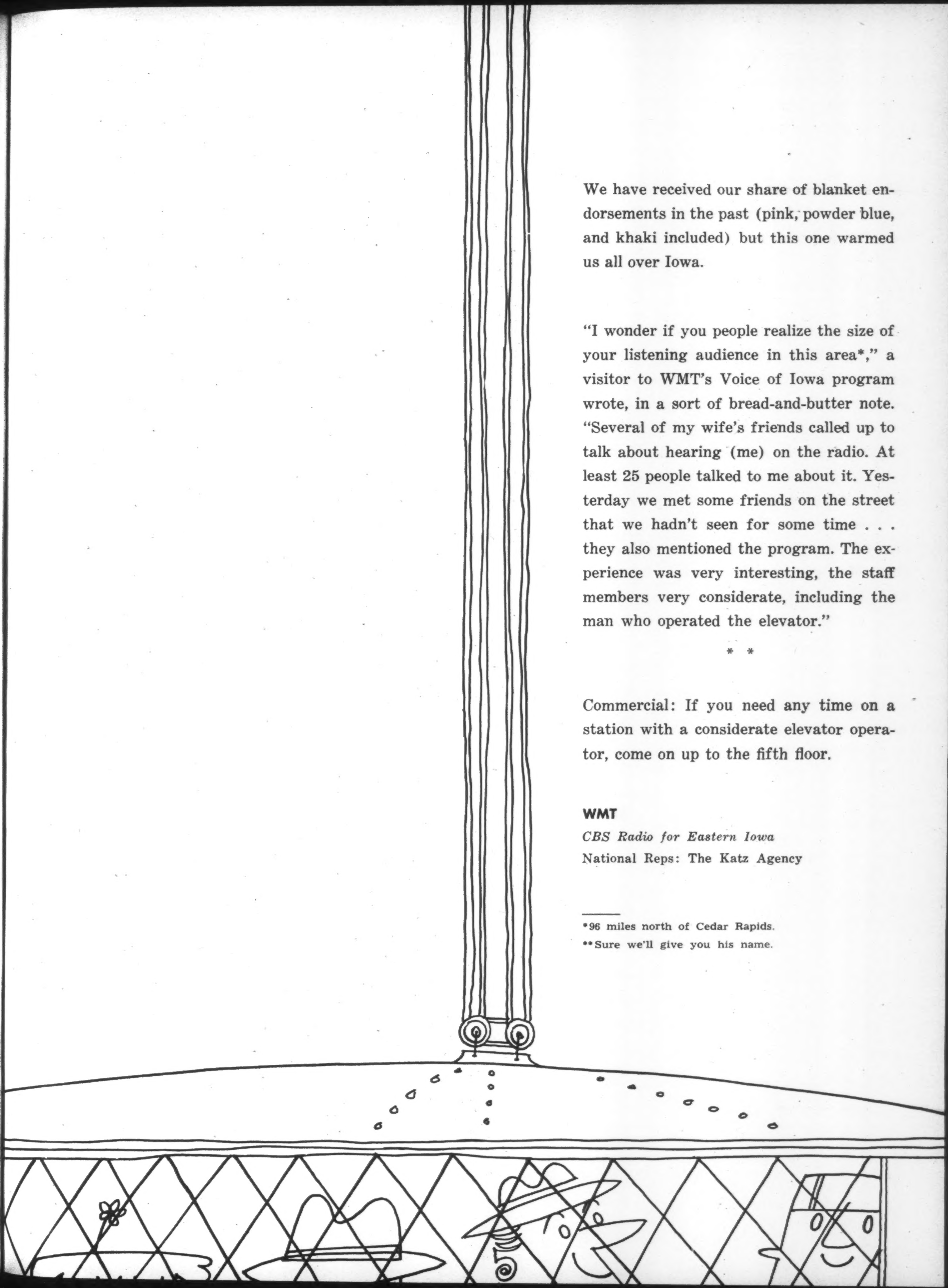
Unfortunately, while it is generally known that uhf transmitting stations can provide an excellent technical quality signal when the receiving system in the home is efficient and when the receiving antenna is in line-of-sight with the transmitting antenna, it is also recognized that, with present techniques, the over-all coverage of uhf stations is not as good as that which is obtained from vhf stations.

Fortunately, however, there are in the process of development new techniques which, within reasonable economics, will make possible a large degree of improvement in the coverage capabilities of uhf transmitting stations. On the other hand, while nothing of scientific character is impossible of achievement, it would be far more realistic if those in the television business would accept the possibility that in many parts of the country uhf will not prove to be an adequate substitute for vhf except at prohibitive costs both in money and radio spectrum space. Consequently it may be more prudent at this time to envision the probability that in some areas of the country and in many of the large metropolitan markets we must think in terms of the indefinite use of both vhf and uhf.

In my opinion, the Commission's rigid adherence to its table of television assignments to communities has fulfilled its excellent initial purpose. However, the Commission's insistence upon the continuation of the plan beyond its initial purpose is one of the elements which enhance the undesirable trends described hereinbefore.

In uhf certain existing stations operating on the higher uhf channels are encountering difficulty because existing uhf tuners are more inefficient in the uppor portion of the television spectrum than in the lower portion. Uhf licensees desiring to improve their position are confronted with frustrating procedures. Many times, after battling their way through long, weary months of administrative procedures, they fail because they cannot find a substitute for a useful but unapplied-for channel in a small market also in the area. Moreover, uhf licensees who may desire to use new techniques to improve their coverage are unable to do so because the table of assignments tends to prevent the addition of uhf channels in the station's own market even though the channels are unapplied for in minor markets where in some instances they will lie fallow for years to come.

To date, any existing vhf station desiring to move from a small market, in which the economics are hopeless, to a larger market in which competition is inadequate, is confronted with difficulties of a procedural character involving both delay and business risk. A vhf station now operating in a large market, in which there are too many stations for the market to support economically, desiring to move to a smaller market in which there is inadequate competition is confronted with frustrating barriers. Such a station licensee must risk financial ruin by reason of the procedures which are associated with the rule making necessary to accomplish a change in the table of assignments. While these conditions do not block entirely the readjustments which are in accord with the natural laws of economics and the doctrine of free competition, they do retard them. Without this table the adjustment would come more rapidly and less



We have received our share of blanket endorsements in the past (pink, powder blue, and khaki included) but this one warmed us all over Iowa.

"I wonder if you people realize the size of your listening audience in this area*," a visitor to WMT's Voice of Iowa program wrote, in a sort of bread-and-butter note. "Several of my wife's friends called up to talk about hearing (me) on the radio. At least 25 people talked to me about it. Yesterday we met some friends on the street that we hadn't seen for some time . . . they also mentioned the program. The experience was very interesting, the staff members very considerate, including the man who operated the elevator."

* *

Commercial: If you need any time on a station with a considerate elevator operator, come on up to the fifth floor.

WMT
CBS Radio for Eastern Iowa
National Reps: The Katz Agency

---

*96 miles north of Cedar Rapids.

**Sure we'll give you his name.

painfully to the individual licensee and the public.

The first 200 markets of the country may be grouped into 169 tv markets. An examination of these 169 television markets will show the following with respect to vhf channels used for commercial broadcasting:

16 markets have 4 or more vhf channels each
38 " " 3 vhf channel each
49 " " 2 " " "
28 " " 1 " " "
38 " " 0 " " "

Omitting overlap considerations, one might state that the 66 markets having one or no vhf station are markets which are primarily uhf. The remaining 103 markets are primarily vhf. Only 16 of the latter can be characterized as markets in which the doctrine of free competition is even given a chance. Certainly in 49 of the markets adequate competition does not prevail. Based upon these statistics alone it is obvious that the present blind adherence to the channel assignment plan fosters monopoly.

Engineering knowledge of both a qualitative and quantitative nature is sparse, particularly with reference to the performance of uhf as compared to vhf. Information is also sparse with respect to the engineering standards of allocation which might lead to improvements in the utilization of both vhf channels and uhf channels. I have therefore advocated that the Commission continue its active support of the Television Allocation Study Organization in its program of research.

As previously mentioned, the receiver problem is perhaps one of the most significant factors contributing to the present disparity between vhf and uhf. While the TASO group may provide information with respect to the future potentialities of receiver performance, their studies will not motivate the television receiver manufacturing industry toward the development, production and marketing of all-channel receivers. The removal of the 10% excise tax on all-channel receivers as proposed by both the Federal Communications Commission and the Interstate and Foreign Commerce Committee of the Senate appears to be a most important step toward the solution of the second problem previously mentioned.

However, we should not assume that this step alone will achieve the solution of the problems previously mentioned. Still more has to be done to stimulate the interest of the television receiver manufacturing industry. Still further incentives have to be provided and in this connection we must be realistic and envision that technical ingenuity may be capable of providing vhf-only receivers which can be marketed at less cost, including the 10% excise tax, than the future tax-free all-channel receiver. I have therefore suggested that the Commission encourage existing vhf operators in the major markets to broadcast their programs simultaneously on vhf and uhf for such a period of time as may be necessary to establish uhf on a firm basis provided such dual operation does not otherwise tend to throttle desirable competition.

The reason for this suggestion is that, even if the Commission should decide to establish more uhf-only markets, it could not accomplish this in time to constitute an effective incentive for television receiver manufacturers to produce and market all-channel receivers in the reasonable future. Moreover, even if the excise tax is removed from all-channel television receivers, the use of such receivers in what are now vhf-only markets would have doubtful value to the public in such markets. On the other hand, if there were available in these large markets one or more uhf stations each transmitting good programs—even though duplicated by vhf stations—there might be many instances in which the public could make use of the uhf portion of its receiver. This is because in particular locations there will be better quality reception of a program on uhf than vhf.

I have witnessed the performance of uhf in New York City. While I do not believe that uhf will become an adequate substitute for vhf in New York without an exhorbitant use of radio spectrum space and without great cost, I feel certain that in certain localities within New York City, uhf can provide a superior technical quality of service. Consequently I venture to state that in New York City, which is solely vhf at the moment, there might be a growing satisfaction on the part of an appreciable segment of the public in that city if they had available an all-channel receiver and good programs available on both vhf and uhf.

In rescinding the table of assignments, it will be necessary to preserve the uhf strongholds which have or will become established. Consequently, as an emergency measure or until uhf can stand on its own feet, it will be necessary to prevent infiltration of vhf stations in such markets. The Commission could designate those markets which they consider to be primarily uhf and by public notice indicate that the Commission will not, for the time being, entertain vhf applications which tend to deteriorate the uhf characteristics of these markets. While, at first blush, this may appear to be an adherence to the doctrine of protectionism against competition, it is in fact, quite the contrary. From the standpoint of the national public interest such a policy would tend to make available ultimately far more channels than are now being utilized and consequently far more opportunities for the application of competition to offset the existing trends toward monopoly contrary to public interest.

I have advocated special cooperative treatment for educational use of television. I would not delete educational channels where they are desired or needed. I have long recognized the potential value of television in the field of education and I believe that much more has to be done to provide educational systems with an adequate number of tv channels. My suggestion is that all of the educational institutions which indicate bona fide intentions to use tv channels in specific locations should receive special consideration from the Commission.

On the other hand, I recognize that unused channel assignments now designated for the sole use of education, and in which no one seems to have any interest, should not remain fallow indefinitely. Moreover, if television should develop technically toward the effective use of uhf it would always be possible for the presently hesitant educators to enter the television field at some future time when all available channels have been established on a sound basis.

New technical standards undoubtedly will offer more to the public than my suggestions here, but, until we learn more of the engineering facts of life, I would maintain the present engineering standards of the Commission. However, as TASO and others make progress I feel certain we will know how to secure maximum efficiency in the use of the television spectrum and at the same time preserve a high quality technical service to the public. At the time this new knowledge becomes available, the Commission will be in a position to apply new and generally accepted engineering standards

---

AMST COMES OUT AGAINST CRAVEN PROPOSAL

THE Craven plan to delete the FCC's table of television allocations received its first serious set back last week when the high powered Assn. of Maximum Service Telecasters announced its opposition to the dropping of the table of assignments, heart of the proposal.

The action was taken by the AMST's board of directors Feb. 21 in Chicago. Ten of the 15 directors were present and the opposing statement was adopted unanimously.

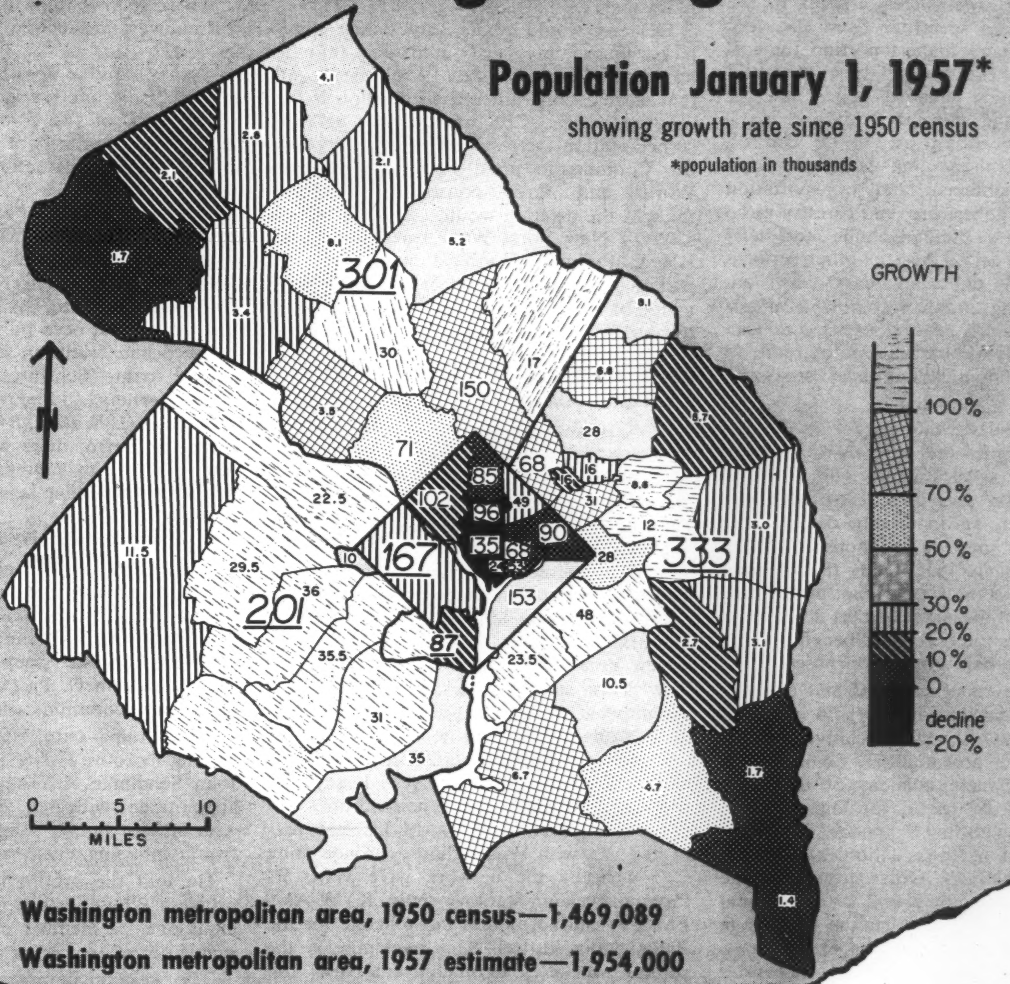
AMST makes two points in its objections to the deletion of the assignment table: (1) That no such far-reaching move be made until after the results of the research program now underway under the aegis of the Television Allocations Study Organization, and (2) fear that withdrawal of the allocations table might open the way to the reduction of mileage separations between co-channel and adjacent channel vhf stations and the resultant lessening of protection to uhf outlets.

The AMST statement was presented to FCC commissioners, including Comr. T. A. M. Craven, after whom the proposal is named, by Lester W. Lindow, AMST executive director, and Ernest W. Jennes, AMST counsel.

AMST comprises more than 100 top-grade vhf stations plus two uhf outlets which operate at maximum power. It has undertaken a national uhf-vhf field strength study in behalf of TASO.

February 1957 Washington Board of Trade News Page 9

Washington, D.C. is America's third fastest growing market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4.7
1.7
1.4

Population January 1, 1957*

showing growth rate since 1950 census

*population in thousands

Washington metropolitan area, 1950 census—1,469,089

Washington metropolitan area, 1957 estimate—1,954,000

Map prepared by and reprinted with permission of Economic Development Committee, Washington Board of Trade.

WWDC is Washington's fastest growing radio station

Represented nationally by John Blair & Co.

with the maximum of flexibility which is so lacking under the present system.

I would be less than candid if I did not mention some of the broader aspects of the problems which confront the Commission with respect to all of the radio spectrum. While these may have great impact upon the television problem, it is my opinion that they transcend in importance, in terms of the national economy, even the television matters just discussed. In fact, I am fearful that if the Congress and the Commission concentrate their attention solely on the television problem they may have failed to see the forest for the trees. I speak of the use of the radio spectrum from the very lowest to the very highest portion thereof. It is here that we find all types of radio services including aids to nagivation for both aircraft and ships, aviation and maritime communications, air traffic control, microwave telephone and telegraph common carrier systems, land transportation radio systems, police, fire, and forestry radio services, private radiotelephone and telegraph systems, and a host of other services such as citizens radio, amateurs, television, fm broadcasting, auxiliary radio broadcasting services, radio paging services, taxicab services and many applications of radio to industrial communications and processes.

The last basic allocation of this radio spectrum to the various classes of services was in 1946. Since that time there has been a tremendous expansion in growth of many of the radio services then recognized; and there has been an increasing demand for new uses and new applications of radio. The net result is that again the demand seems to exceed the supply and, again, wise judgment must be exercised as to who is entitled to use radio for the benefit of the public or for their private purposes.

In 1946 the concept of vhf and uhf was such that this portion of the radio spectrum was considered as having relatively short-range coverage potentialities. Some groups advocate that these portions of the radio spectrum may be useful for long distance transmission with even greater reliability, particularly in northern latitudes, than existing radio methods. Other groups dispute this optimism. In any event, if the national interest should indicate that the long-range possibilities of these portions of the spectrum should be utilized, it may be necessary to displace hundreds of existing radio stations now operating with relatively small area coverage. It is even possible, but not necessarily probable, that the lower portion of the vhf television spectrum could be affected. It is for the foregoing reasons that the Commission will soon undertake an investigation to reevaluate and reappraise the allocation of radio spectrum space above 25 mc (low band vhf).

Pressures from the nation's industrial and service organizations are increasingly intense and the Commission, the administration and Congress will be confronted with decisions involving basic policies affecting the nation's economy which will transcend in importance those confronting you these past two years.

Don't Delete 'Unique Service' From FCC Rules, Ams Urge

DO NOT take away our added coverage protection for "unique program service," 19 of 23 respondents told the FCC on the Commission's proposal to delete Sec. 3.182 (c) and (v) of its am rules [B•T, Jan. 7]. The Commission had proposed to delete the provision—providing protection from interference beyond the normally protected contours (500 uv/m) for stations offering a unique service—on the grounds it is too vague and indefinite to be of assistance in determining when a unique program service is involved.

Deletion would create, rather than eliminate, uncertainty and confusion among broadcast licensees, the 19 pleaded, and that clarification rather than deletion is the solution. ABC, CBS and several college-owned stations were among those opposing the Commission plan, while KXOL Fort Worth and three consulting engineers thought the deletion would assist the FCC.

WOV New York, WOI Ames, Iowa, and KWSC Pullman, Wash., thought that the section is no more vague or indefinite than many of the standards and criteria utilized by the FCC in many cases.

NBC Studying WOCN (TV) Plea To Take Away WRCV-TV's Ch. 3

NBC was studying last week the petition filed two weeks ago with the FCC by ch. 52 permittee WOCN (TV) Atlantic City, N. J., to move ch. 3 from Philadelphia to Atlantic City [B•T, March 4]. NBC's WRCV-TV operates on ch. 3.

WOCN claimed that New Jersey, ranking eighth in population among the states, had no vhf television channels. WATV (TV) Newark, N. J., ch. 13, it said, was actually a New York City station. It pointed out that New York state had 14 vhf and 57 uhf assignments and Pennsylvania 11 vhf and 48 uhf channels. New Jersey, it declared, was blanketed by vhf signals from New York and Pennsylvania outlets. New Jersey had just 14 uhf assignments, it pointed out.

NBC acquired WRCV-AM-TV last year in its swap with Westinghouse Broadcasting Co., whereby the network gave WBC its three Cleveland stations (now KYW-AM-FM-TV) and $3 million in exchange for the Philadelphia outlets. This exchange is the subject of a government anti-trust suit against NBC, on the charge that WBC was coerced into the transaction by NBC's threat to withdraw its affiliations from WBC.

Willimantic Grant Finalized

THE FCC last week finalized an earlier initial decision proposing to grant Willimantic, Conn. a new am station on 1400 kw, 250 w unlimited. The permittee is Windham Broadcasting Co. WHIL Medford, Mass. was allowed to increase power from 1 kw to 5 kw on 1430 kc. The Commission also denied the application of Robert A. Mensel for a new am on 1430 kc in Willimantic. Mr. Mensel was paid $3,148 by WHIL and $2,179 by Windham for out-of-pocket expenses. Windham principals also own WPCT Putnam, Conn.

There's Little Chance For Hill Music Probe

UNLESS there are some sweeping changes in the attitudes of the Senate Commerce Committee members the problems of The Songwriters Protective Assn. will remain unsolved for now. With the work load now before the Committee and the communications subcommittee, it is most unlikely they can get into an exhaustive series of hearings despite the desires of SPA.

Moreover, the committee staff is not terribly impressed with the SPA attitude.

"Those fellows think they are putting on a Broadway production," one staff member said.

"Our committee does not go in for spectaculars," said another staff official.

The work of the committee is a painstaking, careful process of gathering evidence and checking information, it was pointed out.

None of the staff or committee members say there is not good reason to explore the writers complaints. But, they do say, the House antitrust (Celler) subcommittee already has gone into the problems. That report has not yet been published.

The Senate wants to see the report, even though Arthur Schwartz, a spokesman for the songwriters, said he told Sen. Warren G. Magnuson (D-Wash.) [B•T, March 4], committee chairman, there was a great deal of new evidence to present the committee—new since the Celler hearings last fall.

Magnuson Hears Group

Sen. Magnuson listened to the complaints of the songwriters with "sympathy," one observer said, but the Senator said he did not understand very much about the problems. He suggested they discuss the matter with Sen. John O. Pastore (D-R. I.), chairman of the communications subcommittee.

The group—Otto Harbach, Douglas S. Moore, Dorothy Fields, Stanley Adams, and John Schulman, attorney for SPA—got an appointment with Sen. Pastore. He listened with interest but, it is understood, refrained from expressing any views.

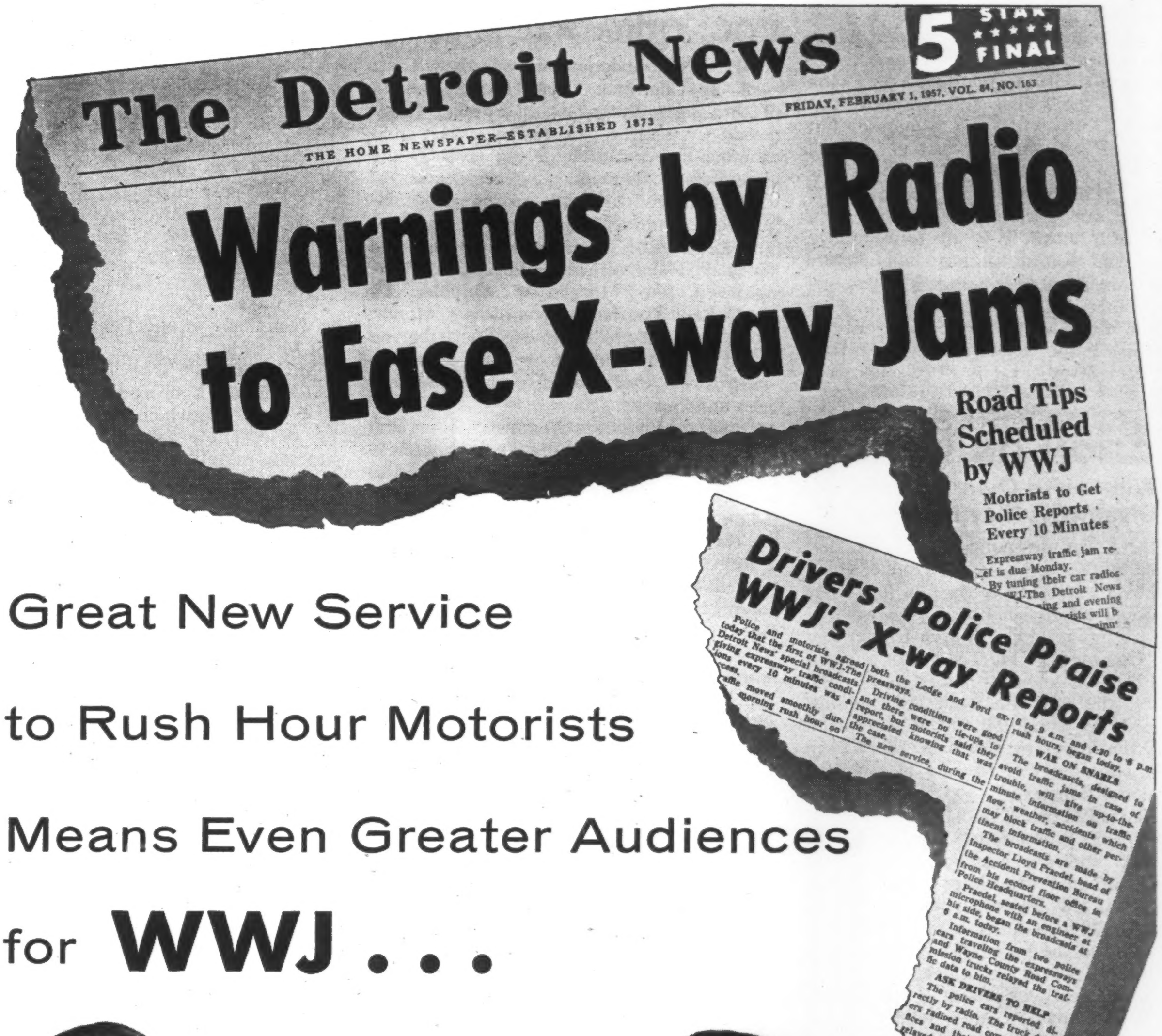
He told the group he would study the problem. "His attitude was his usual judicious one," a member of the senator's staff said.

The writers committee left a brief with both senators. It is understood to have made these three points:

- Proposed legislation calling for divestiture by the networks of record companies.
- Proposed direct supervision of the networks by the FCC.
- Suggested the FCC has authority in the field of music which it is not now exercising.

Sen. Magnuson suggested, although his staff admitted it was a curbstone judgment, the writers might have a case which could be brought before the Federal Trade Commission. He also suggested that if the writers had cause they could take up the matter with the Justice Dept.'s antitrust division.

Although Sen. John W. Bricker (R-Ohio)



The Detroit News

5 STAR ★★★★★ FINAL

THE HOME NEWSPAPER—ESTABLISHED 1873

FRIDAY, FEBRUARY 1, 1957, VOL. 84, NO. 163

Warnings by Radio to Ease X-way Jams

Road Tips Scheduled by WWJ

Motorists to Get Police Reports Every 10 Minutes

Expressway traffic jam re-
..ef is due Monday.
By tuning their car radios
..WJ-The Detroit News
..ing and evening
..rists will b
..inu

Drivers, Police Praise WWJ's X-way Reports

Police and motorists agreed today that the first of WWJ-The Detroit News' special broadcasts giving expressway traffic conditions every 10 minutes was a success.

Traffic moved smoothly during morning rush hour on both the Lodge and Ford expressways.

Driving conditions were good and there were no tie-ups to report, but motorists said they appreciated knowing that was the case.

The new service, during the 6 to 9 a.m. and 4:30 to 6 p.m. rush hours, began today.

WAR ON SNARLS

The broadcasts, designed to avoid traffic jams in case of trouble, will give up-to-the-minute information on traffic flow, weather, accidents which may block traffic and other pertinent information.

The broadcasts are made by Inspector Lloyd Praedel, head of the Accident Prevention Bureau from his second floor office in Police Headquarters.

Praedel, seated before a WWJ microphone with an engineer at his side, began the broadcasts at 6 a.m. today.

Information from two police cars traveling the expressways and Wayne County Road Commission trucks relayed the traffic data to him.

ASK DRIVERS TO HELP

The police cars reported directly by radio. The truck drivers radioed road commission offices and their messages were relayed by telephone to Police ..adquarters.

Police urged that motorists ..o report unusual traffic condi..s by calling Police Headquar..s at WO 2-5700.

Praedel's new 10-minute-inter.. broadcasts will be integrated ..th his existing program "Lis.. and Live" at 6:30, 7:30 and .. on WWJ.

.. regular WWJ pro.. ..upted even

Great New Service

to Rush Hour Motorists

Means Even Greater Audiences

for WWJ . . .

Driving to Work
BOB MAXWELL
6:00-9:00 A.M.

Music with a melody, news, weather—*and official expressway traffic reports every 10 minutes.*

Driving Home
JIM DeLAND
4:30-6:00 P.M.

"Bumper to Bumper Club", news, sports—*and official expressway traffic reports every 10 minutes.*

Limited number of participations available
Call your PGW Colonel or WWJ today

WWJ AM AND FM **RADIO**

WORLD'S FIRST RADIO STATION

Owned and operated by **The Detroit News**

NBC Affiliate

National Representatives: Peters, Griffin, Woodward, Inc.

introduced a measure last year which would have licensed the networks, there is good reason to believe he would not go along with the present desires of the writers.

In a move similar to that of singer Frank Sinatra's to the Celler subcommittee last year, Bing Crosby wired Sen. Magnuson last week: "I feel very strongly that the control of the music business should not be in the possession of the very people who dominate the air by our government's leave. As a member of ASCAP, it is my fervent hope that you and your committee will explore all of the angles of the situation and you will conclude that the public is entitled to hear all of the music written instead of just the music owned and exploited by the broadcasters themselves."

STORZ SCORES FCC INACTION ON WSMB

- **Will Revise Own Promotion**
- **Giveaways May Be Revived**

THE FCC was on notice last week that the Todd Storz stations were no longer going to lean over backward to restrain legitimate promotional efforts, including giveaways.

This was the meat of a March 1 letter sent to the Commission by Todd Storz, president of Mid-Continent Broadcasting Co. Mr. Storz told the FCC that since the Commission paid no attention to his complaint against the program practices of WSMB New Orleans, he was revising his stations' promotional policies.

The Storz stations in mid-1956 voluntarily ceased using promotional giveaways and other such audience attention-getters when the FCC granted Mr. Storz permission to acquire WQAM Miami from the *Miami Herald* for $850,000. By a single vote the FCC approved the transfer, notwithstanding the minority's desire to set the transfer application for hearing because of the money-giveaway programs on Storz stations.

At that time Mr. Storz wrote the Commission that since the propriety of giveaways and other promotional gimmicks was questioned he was ceasing such activities on all stations.

Early this year, when Radio Hawaii Inc. bought 50% ownership of WSMB New Orleans from Paramount Gulf Theatres Inc. for $90,000, Mr. Storz objected. He maintained that WSMB, under the direction of a Radio Hawaii Inc. program executive, had begun using money giveaways and other promotional contests. He also charged that the presence of the Radio Hawaii executive implied a change in WSMB management before the FCC approved the transfer. The Commission approved the WSMB transfer late last month and told Mr. Storz it had considered the allegations but had found Radio Hawaii eligible [B•T, March 4]. Radio Hawaii is part of the Founders Corp. holdings, licensee of KPOA Honolulu. Founders also owns WTAC Flint, Mich., and 50% of KTVR (TV) Denver, Colo.

Storz stations, in addition to the Miami outlet are KOWH Omaha, Neb.; WDGY Minneapolis, Minn.; WHB Kansas City, Mo.; and WTIX New Orleans, La.

House Group to Study FCC, Other Agencies

A SPECIAL subcommittee was named last week by Chairman Oren Harris (D-Ark.) of the House Interstate & Foreign Commerce Committee "to review, study and examine the execution of the laws by the administrative and independent agencies of the government within the jurisdiction of the [parent] committee."

Chairman of the nine-man unit—the "Special Subcommittee on Legislative Oversight"—is Rep. Morgan M. Moulder (D-Mo.). Rep. Harris announced last month, in a discussion on the House floor, that he would appoint such a group [B•T, Feb. 11].

No schedule of hearings for the unit has been announced.

Other members are Democrats John Bell Williams (Miss.), John J. Flynt Jr. (Ga.), Leo W. O'Brien (N. Y.) and John E. Moss (Calif.), and Republicans Joseph P. O'Hara (Minn.), Robert Hale (Me.), John K. Heselton (Mass.) and John B. Bennett (Mich.).

Rep. Harris and Rep. Charles A. Wolverton (R-N. J.), ranking Republican on the parent committee, were announced as ex-officio members with voting privileges.

A number of Democratic senators and representatives—among them House Speaker Sam Rayburn (D-Tex.)—criticized the FCC and other federal regulatory agencies during the 84th Congress, charging among other things that the Eisenhower Administration has had undue influence on the decisions of independent federal agencies originally created as arms of Congress.

During the floor discussion last month, Speaker Rayburn said: "I trust the gentleman [Rep. Harris] will set up a subcommittee and I think under the broad authority of this resolution he has that authority, to go into the administration of each and every one of these laws [creating the FCC and other agencies] to see whether or not the law as we intended it is being carried out or whether a great many of these laws are being repealed or revamped by those who administer them."

Onondaga V Proposed For Share-Time Operation

AN educational station and a commercial applicant were recommended for share-time operation on ch. 10 in Onondaga, Mich., by an FCC hearing examiner last week. Annie Neal Huntting favored the applications of the State Board of Agriculture (governing body for Michigan State University) and Tv Corp. of Michigan Inc. (Edward E. Wilson, 60%, and WILS Lansing, 40%, the latter principally owned by John C. Pomeroy and family).

Denied by the hearing examiner were the applications of Triad Tv Corp., Booth Radio & Tv Stations Inc. (WIBM Jackson and other stations) and Jackson Broadcasting & Tv Corp. (WKHM Jackson), all seeking the same facilities for Parma, Mich. The examiner heard over 90 days of comparative hearing among the five applicants for the channel and her initial decision filled 225 pages.

The favored applicants reached an agreement Aug. 30, 1954, to share the channel in the event their applications were successful. Under the agreement, the educators will program from 9:30 a.m.-2 p.m. and 6-7:30 p.m. Mondays-through-Fridays; 10 a.m.-2 p.m. Saturdays, and 12 noon-4 p.m. Sundays, with the commercial operators to use the channel at all other times. Michigan State agreed to construct a transmitter plant at its own cost to be used by both stations. Tv Corp. will pay annual rental base on a proportion of the actual air time used by both stations, plus 20% of its net income before federal income taxes.

Onondaga is approximately midway between Jackson and Lansing in south-central Michigan.

Michigan State U. is licensee of WKAR-AM-FM East Lansing and permittee of ch. 60 WKAR-TV, which began operations Jan. 13, 1954. The examiner ruled that the construction permit of WKAR-TV must be surrendered by State Board of Agriculture if it receives the ch. 10 grant.

State Board and/or Tv Corp. were favored over the other three applicants on integration of ownership and management, broadcast experience, local residence, past operation of broadcast stations and awareness of community needs and most likely to effectuate their programming proposals.

Court Denies Protest Against Miami Ch. 10

The U. S. Court of Appeals for D. C. last week refused to stay the Feb. 8 grant of Miami ch. 10 to Public Service Tv Inc., subsidiary of National Airlines Inc. The three-judge Washington court denied requests for a stay filed by WKAT Miami, Fla., and Eastern Airlines Inc.

The Miami grant was made by the FCC over violent protests by WKAT (which had been recommended for the vhf grant by the hearing examiner) and Eastern Airlines. Basic attack was on the public policy of having an airline own and operate a television station. The controversy touched off congressional interest with several communications from Sen. A. S. Mike Monroney (D-Okla.) and even flared into the newspaper columns via Drew Pearson.

The appeals court members were Chief Judge Henry W. Edgerton, and Circuit Judges Charles Fahy and George Thomas Washington. Arguing for WKAT was Paul A. Porter, former FCC chairman; for Eastern, Harold L. Russell, Atlanta, Ga.; for the FCC, Daniel R. Ohlbaum, and for National, Norman E. Jorgensen. Argument was held Thursday morning and the court's denial was issued that afternoon.

WMEX Gets License Renewal

AFTER three years of trying, WMEX Boston, Mass., last week received a renewal of its license from the FCC, which upheld a hearing examiners initial decision recommending the licensing.

WMEX first applied for renewal Jan. 18, 1954, which protested at a hearing because of the station's broadcast of horse racing information. In granting the license renewal, the Commission found that WMEX has not broadcast the objectional programming for sometime.

New Orleans, Beaumont Uhfs Ask FCC for Move to Ch. 12

TWO uhf tv stations—one dark and one on the air—last week petitioned the FCC to order them to show cause as to why they should not be authorized to operate on ch. 12 in Beaumont and New Orleans.

The Commission, two weeks ago, announced that it had instructed its staff to draw up orders adding ch. 12 to both of these cities [B•T, March 4]. Ch. 31 KBMT (TV) Beaumont asked for temporary authority to begin operating on ch. 12 and that the request be acted on concurrently with or subsequently to grant of ch. 4 Beaumont-Port Arthur. Port Arthur College holds an initial decision for this facility following an agreement with two competing applicants [B•T, Feb. 17].

KBMT was on the air for over two years but has been dark since mid-1956. Ch. 6 KFDM-TV is the only Beaumont station presently on the air.

Operating ch. 20, WJMR-TV New Orleans, which originally requested a show cause order for ch. 12 Feb. 14, repeated its request and asked that action be taken concurrently with a final order allocating ch. 12 to New Orleans. The station said that it is ready to commence operations on the vhf channel immediately and that it would be impossible for WJMR-TV to continue operating as a u in a four-vhf New Orleans market.

The only v presently operating in New Orleans is ch. 6 WDSU-TV. Also assigned are educational ch. 8 (WYES [TV]) and ch. 4 WWL-TV (which is forbidden to start construction by the FCC, pending outcome of the deintermixture proceedings).

New U Assignments Sought In York, Pa., Niagara Falls

CH. 49 WNOW-TV York, Pa., last week asked the FCC to institute rule-making proceedings toward assigning ch. 33 to York and to issue a show cause order as to why WNOW-TV should not shift operations to that channel. Ch. 31 WTPA (TV) Harrisburg, Pa., has a request before the Commission that the same facility, presently assigned to Reading, Pa. (now dark WEEU-TV), be reassigned to Harrisburg, 20 miles from York.

WNOW-TV said that it would be willing to accept any picture image interference which might occur from ch. 18 WTLF (TV) Baltimore (not yet on air) and asked FCC to waive its separation requirement of 75 miles. Distance between the proposed WTLF transmitter and that of WNOW-TV is 48 miles, the petition stated. (Both WNOW-TV and WTPA (TV) are presently on the air.)

A similar petition was filed by ch. 59 WNYT-TV Buffalo, N. Y., seeking to exchange its authorization for ch. 29, now assigned to Niagara Falls, Ont. The petitioner said that it had an opportunity to buy the used equipment of ch. 17 WBUF (TV) Buffalo at a substantial reduction in original cost. This equipment, WNYT-TV said, could be used on a lower uhf channel such as 29 but is not adaptable to use on its presently assigned channel.

The station said that it expected to be able to compete financially with two vhf stations in Buffalo because of the large number of uhf receivers in the area and that the requested channel assignment would meet all mileage separation requirements.

Rome Citizens File for Ch. 9 Now Held by WROM-TV

REQUEST for the channel (9) now held by WROM-TV Rome, Ga., was filed with the FCC last week by Tv-Rome Inc. in an effort, the application said, to keep a local tv service in Rome. Applicant for ch. 9 is a group of Rome citizens headed by James H. Scarborough and R. L. McBrayer and their wives.

A year ago WROM-TV requested FCC permission to move its transmitter to a location approximately 45 miles north of Rome (near Chattanooga, Tenn.) and on Jan. 4 the Commission asked for comments on a proposal to shift ch. 9 to Chattanooga. A protest to this reallocation of ch. 9 also was filed last week by Mr. Scarborough.

The applicant requested 12 kw, antenna 320 ft. above average terrain and estimated construction costs as $142,869, with $89,000 for first year operation.

TV in Fresno -- the big *inland* California market -- means **KMJ-TV**

- Best local programs
- Basic NBC-TV affiliate

KMJ-TV

PAUL H. RAYMER, NATIONAL REPRESENTATIVE

KOIN-TV

"High man
on the
Totem Pole"
in the
4-STATION
Portland, Oregon
Market

CHECK THE RATINGS

- 49.3% Share-of-Audience in Metropolitan Portland.
- 13 of Top 15 Weekly Shows.
- 8 out of Top 10 Multiweekly.

Source: January 1957 Portland ARB

KOIN-TV
Channel 6
Portland, Oregon
CBS

**Represented Nationally by
CBS Television Spot Sales**

FCC EXPECTS ALL-OUT ATTACKS FROM LOSERS IN DEINTERMIXTURE

THE FCC is bracing itself for expected oppositions by tv operators and grantees whose vhf channels have been moved away from their cities. This was done in the Commission's far-reaching first step toward deintermixture two weeks ago [B•T, March 4]. It also was expecting objections from uhf operators in the two cities where v channels were retained—Hartford, Conn., and Madison, Wis.

Basic attack, it was obvious, will be the inconsistencies between the newly segregated areas and those where uhf-vhf integration remains.

No announcement has come from General Electric Co. regarding its attitude toward the Commission's shift of ch. 6—now occupied by GE's WRGB (TV)—from Schenectady to Syracuse, N. Y. It was understood, however, that FCC commissioners were told last week that the statement of R. W. Welpott, WRGB station manager, that GE would fight the move, "did not represent the General Electric Co." Official GE reaction so far is "no comment."

A check of Washington attorneys representing the other four vhf permit-holders who are supposed to lose their channels indicated that WIRL-TV Springfield, Ill. (ch. 8), WTVW (TV) Evansville, Ind. (ch. 7), KFRE-TV Fresno, Calif. (ch. 12) had decided to file court appeals against the FCC's actions. WMAY-TV Peoria, Ill. (ch. 2), was giving "serious consideration to the question of whether to appeal or not."

The Commission actions two weeks ago shifted ch. 2 from Springfield to St. Louis, Mo., and offered ch. 36 KTVI (TV) St. Louis temporary operation on that vhf channel; ch. 7 from Evansville to Louisville, Ky.; ch. 8 from Peoria to Davenport, Iowa-Rock Island-Moline, Ill.; and ch. 12 from Fresno to Santa Barbara, Calif.

The Commission also voted to retain ch. 3 in Hartford and Madison, and to instruct its staff to write an order placing ch. 12 in New Orleans, La., and Beaumont-Port Arthur, Tex., ch. 3 to Lake Charles-Lafayette, La., and ch. 11 to Houma, La.

In his testimony before the Senate Commerce Committee earlier last week, FCC Chairman George C. McConnaughey said there were about 10 more deintermixture actions awaiting FCC decision. These include the proposals to add vhf channels to Miami, Fla.; Norfolk, Va.; Charleston and Columbia, S. C., and Duluth, Minn.-Superior, Wis.

Pending FCC action are requests to deintermix these cities:

Biloxi, Miss.; Columbus, Ga.; Raleigh and Charlotte, N. C.; Ft. Smith, Ark.; Corpus Christi, Tex.; Jacksonville, Fla.; Erie, Pa.; Spartanburg, S. C.; San Francisco and Sacramento, Calif.; Flint, Mich.

BOXSCORE

STATUS of comparative hearing cases for new tv stations before FCC:

AWAITING FINAL DECISION: 8

(Figures in parentheses indicate dates oral arguments were held.)

Seattle, Wash., ch. 7 (12-17-56); Indianapolis, Ind., ch. 13 (5-25-56); St. Louis, Mo., ch. 11 (7-9-56); Orlando, Fla., ch. 9 (6-19-56); Buffalo, N. Y., ch. 7 (9-24-56); Boston, Mass., ch. 5 (10-29-56); Biloxi, Miss., ch. 13 (12-18-56); Pittsburgh, Pa., ch. 11.

AWAITING ORAL ARGUMENT: 3

(Figures in parentheses indicate dates initial decisions were issued.)

San Francisco-Oakland, Calif., ch. 2 (6-25-56); Coos Bay, Ore., ch. 16 (7-20-56); Hatfield, Ind.-Owensboro, Ky., ch. 9 (2-18-57).

AWAITING INITIAL DECISION: 3

(Figures in parentheses indicate dates records were closed after hearings.)

Toledo, Ohio, ch. 11 (1-25-56); Onondaga-Parma, Mich., ch. 10 (3-2-56); McKeesport-Pittsburgh, Pa., ch. 4 (1-7-57).

IN HEARING 6

Sheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3; Victoria, Tex., ch. 19; Beaumont, Tex., ch. 6; Ponce, P. R., ch. 7; Lubbock, Tex., ch. 5.

IN COURT 6

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Miami, Fla., ch. 7; Wichita, Kan., ch. 3; Portsmouth, Va., ch. 10; Knoxville, Tenn., ch. 10; Miami, ch. 10; Supreme Court: Shreveport, La., ch. 12; Sacramento, Calif., ch. 10; (petitions for writs of certiorari submitted).

$47 Million Excise Tax Paid By Radio, Tv, Phono Business

EXCISE taxes on radio, tv and phonograph sets brought $46,950,000 into the U. S. Treasury in the last quarter of 1956, the Internal Revenue Service revealed last week.

Radio, tv and phonograph sets produced revenue of $42,865,000. Records gave the Treasury $4,093,000.

The figures topped government returns of 1955 for the last quarter. Tv, radio and phonograph sets brought into the federal coffers about $200,000 more than in 1955. Records produced an increased income of about one million dollars.

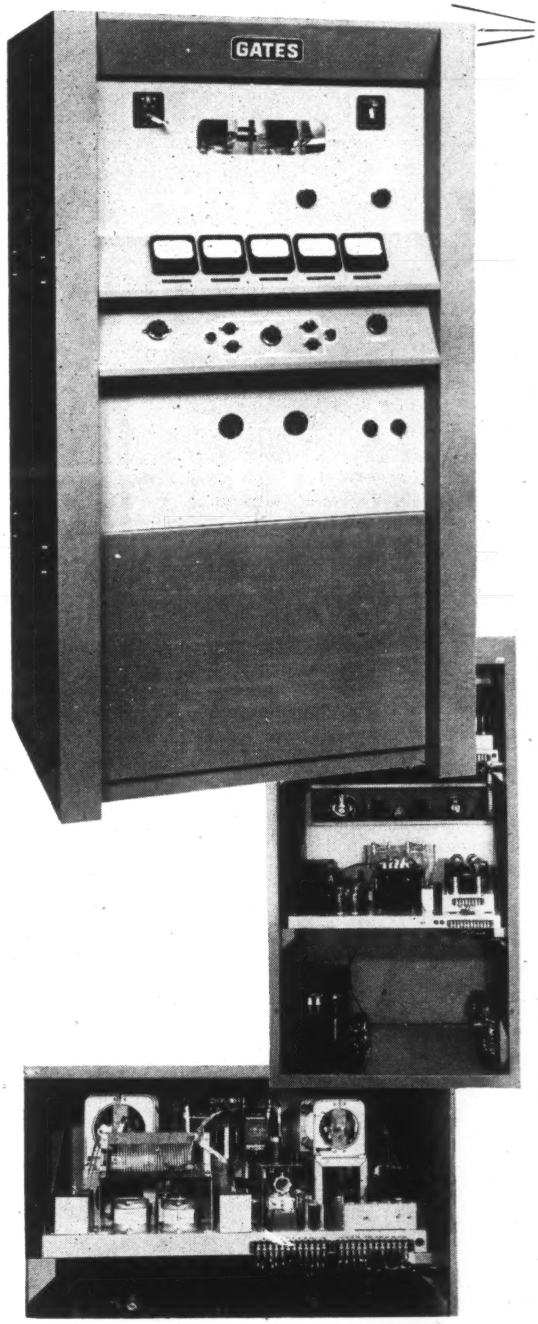
Matta Trusteeship Petition Denied for Pittsburgh Ch. 4

FCC last week denied a petition by Matta Enterprises (one of five applicants for ch. 4 Pittsburgh) for establishment of an interim trusteeship to construct and operate a tv station on that channel pending a final grant of the facility. The other four applicants are Tv City Inc. (favored in an initial decision), WCAE Pittsburgh, Wespen Tv Co. and Irwin Community Tv Co.

The Commission ruled that proceedings were so far along (toward a final grant) that the proposal would not speed a new tv service for Pittsburgh; that in view of opposition of Wespen to a trusteeship, there is no assurance that the five parties could reach accord on interim operation of the proposed station, and that the Matta proposal was vague in details as to the interim operation.

PREFERRED Two to One

The **GATES** *BC-1J ••• Most Outstanding One Kilowatt Transmitter Today!*



FEATURES

The only transmitter made for full 540-1600 Kc. Tunes to Conelrad without buying extra parts. Guaranteed first on tune-up. At certain frequencies actual unused capacitors become self-contained spares. If you re-sell, when going to higher power, BC-1J will operate at any broadcast frequency. Complete relay complement for ease in remote control and equipment protection — no circuit breakers. Twin-drive audio for low distortion. Center line metering.

QUALITY

Big all the way — in component size, electrical strength and mechanical design. Full-fledged Tee network. Edgewise ribbon coils in entire final tank. Roomy cabinet eliminates parts stacking. Ample space between parts means cooler operation. Extra large main plate transformer weighs 92 pounds and rated continuous duty at 90% sine wave modulation — not just average modulation.

PERFORMANCE

Response, distortion and noise pleases the most exacting engineer. Extremely low harmonic radiation. Negligible intermodulation. BC-1J is known as an easy modulator because of abundance of R.F. drive and high power capabilities of 833A modulators . . . a transmitter that sounds as good as the published specifications.

SALES

Based on field reports compiled by Gates sales engineers, BC-1J outsold all competition during 1956 and came close to equaling the combined sales of any two competitors, notwithstandina one competitive model less in price.

1922—1957 35TH ANNIVERSARY

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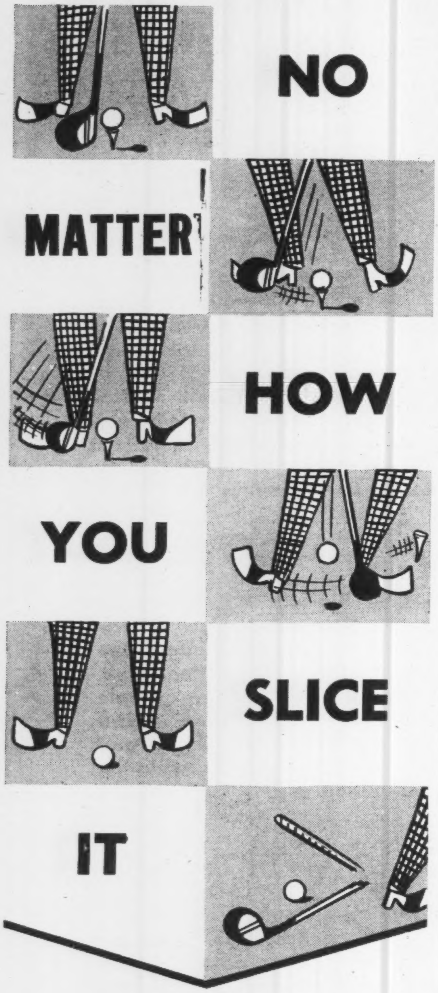


your ONE BEST BUY is

WBNY

Yes . . . cut it any way you like, and you'll agree WBNY is the BIG VALUE BUY in the Buffalo market. There's just one true measure of any major radio station's worth, and that is number of listeners secured per advertising dollar expended. And in Buffalo, WBNY delivers more listeners per dollar than any other station. Check WBNY . . . and see why more and more national advertisers are budgeting more and more dollars on the station that gets results . . . WBNY.

BURKE-STUART
National Representatives

KBIF Fresno Sale Among Three Filed

CONTROLLING interest (51%) of KBIF Fresno, Calif., has been sold by John Poole Broadcasting Co. to David Harris and Ethan Bernstein of Fresno for $40,800, subject to FCC approval. Poole retains 49% and a second Poole corporation, John Poole Radio Properties Inc., entered a long-term lease agreement with KBIF Inc. covering the station's real estate.

Mr. Harris will become president of the station and Mr. Bernstein secretary-treasurer. Poole also owns KBIG Catalina, Calif., which will continue to sell time jointly with KBIF, and holds cps for ch. 53 KBID-TV Fresno and ch. 22 KBIC-TV Los Angeles, neither of which is on the air. KBIF is on 900 kc with 1 kw daytime only.

Filed last week for FCC approval was the $215,000 sale of WCTC-AM-FM New Brunswick, N. J. [B•T, Mar. 4], to a group headed by Joseph L. Rosenmiller and Peter A. Bordes. Selling the station is the Chanticleer Broadcasting Co., whose president since its founding in 1946 has been James L. Howe.

This is the second station property bought by the Rosenmiller-Bordes group in its plan to secure several radio-tv properties, the other being WESO Southbridge, Mass. Also one of the purchasers is Louis J. Appell Jr., president of WSBA-AM-TV York, Pa. WCTC-AM-FM balance sheet, as of Dec. 31, 1956, showed current assets of $40,633, total assets $150,307, current liabilities $24,436, earned surplus $82,018 and total capital $125,870.

WCTC is on 1450 kc with 250 w and the fm outlet operates on 89.3 mc with 1 kw.

S. L. Goodman is seeking FCC approval for the sale of WDDY Gloucester, Va., to the station's vice president and manager, Charles E. Springer, former 33⅓% owner of WKIK Leonardtown, Md. The station, on 1420 kc with 1 kw day, went on the air only last Jan. 20. Mr. Springer is paying $4,000, plus the assumption of approximately $8,500, which represents Mr. Goodman's expenses in establishing the station. A May 1 deadline was set for FCC approval of the purchase.

Mr. Goodman also owns WYTI Rock Mount, WILA Danville, and 60% of WYSR Franklin, all Virginia.

FCC Grants Seven Cps For New Radio Stations

THE FCC last week granted seven construction permits for new radio stations.

Colorado Springs, Colo.—Western Broadcasting Co., 1580 wc, 500 w daytime. Western co-owners are David P. Pinkston, general manager of KDAV Lubbock, Tex., and Leroy Elmore, 30% owner of KDAV.

Daytona Beach, Fla.—Volusia County Broadcasting Corp., 1380 kc, 1 kw daytime. Volusia principals include Lyman W. Menard (42.6%), former announcer-engineer at WNDB Daytona Beach, and Julia F. Menard (42.6%), housewife.

Athens, Ga.—Southeastern Broadcasting System, 1470 kc, 1 kw daytime. Southeastern owner is James S. Rivers, owner of WMJM Cordele and 90% of WTJM East Point, both Ga.

McRae, Ga.—Radio Telfair, 1410 kc, 1 kw daytime. Equal partners of Radio Telfair are Allen M. Woodall, 50% owner of WDAK Columbus, Ga., and 30% owner of WGEA Geneva, Ala.; Miles H. Ferguson, sales manager of WDAK and 25% owner of WJHO Opelika, Ala., and WGEA; W. Newton Morris, 40% owner of WMLT Dublin, Ga., and George T. Morris, 60% owner of WMLT.

Georgetown, Ky.—Robert E. Johnson, 1580 kc, 250 w daytime. Mr. Johnson is owner of Southwest Tv Sales & Service.

Rayville, La.—Richland Broadcasting Co., 990 kc, 250 w daytime. Richland principals are Charles L. Planchard, 16% owner of KNOC Natchitoches, La., and H. E. Ratcliff.

Bamberg, S. C.—Bamberg County Broadcasting Corp., 790 kc, 1 kw daytime. Bamberg co-owners are Lewis F. and P. E. Brabham, owners of the *Bamberg Herald*, and A. T. Fisher Jr. and Joe Speidel III, owners of Speidel-Fisher Broadcasting Co. (WOIC Columbia, WPAL Charleston, and 75% of WQOK Greenville, all S. C.).

Protestants Challenge Jesuit Ownership of Tvs

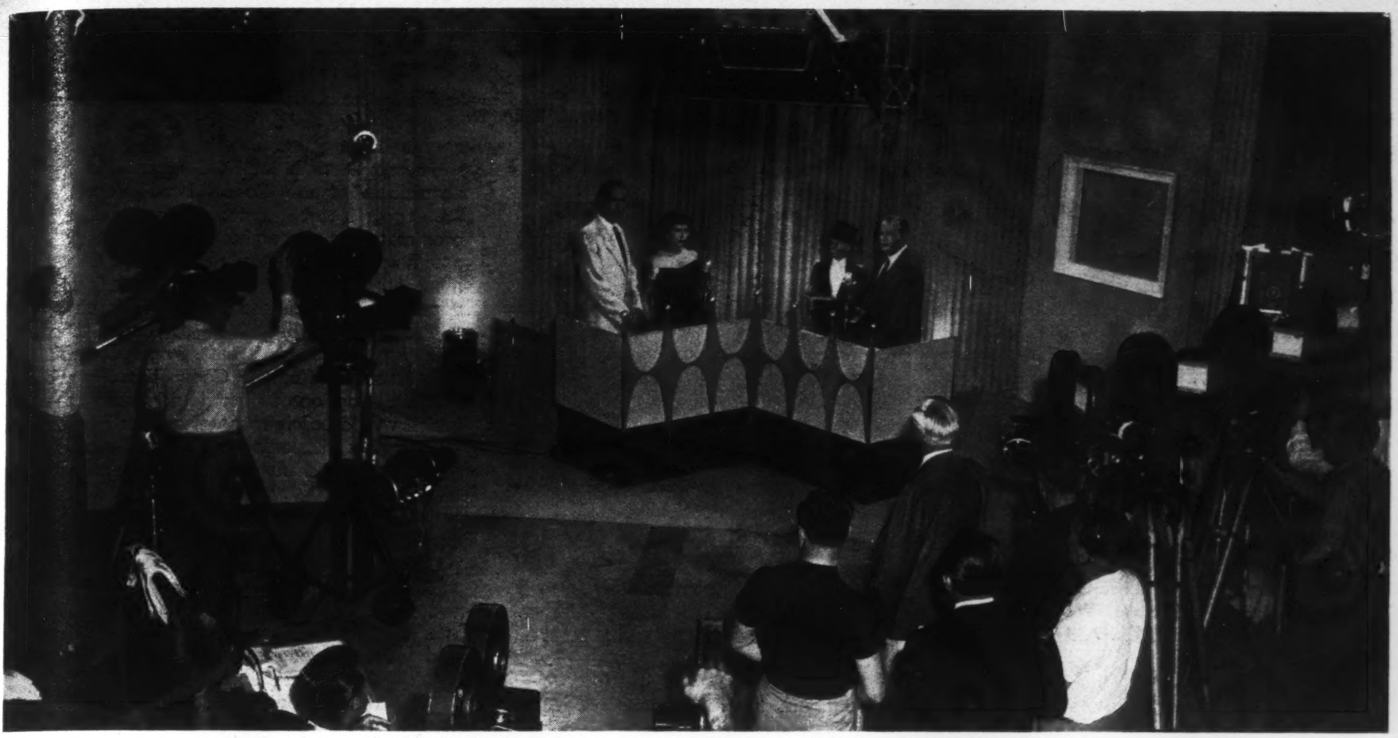
THE right of Jesuit organizations to own and operate tv stations in New Orleans and St. Louis has been challenged by Glenn Archer, executive director of Protestants and Other American United for Separation of Church and State.

In a letter to FCC Chairman George C. McConnaughey, Mr. Archer charged that the Jesuit order—Roman Catholic Society of Jesus—is an alien within the meaning of the Communications Act. He also charged that "the organization is so thoroughly partisan and separatist in its religious and moral policies that it is incapable of dealing fairly with any religious point of view other than that of the Roman Catholic Church."

Targets of the attack were St. Louis U. and Loyola U., New Orleans, both Jesuit universities. St. Louis U., through St. Louis Telecast Inc., is one of the five applicants for ch. 11 in that city now awaiting a final decision. Loyola U. owns WWL-TV, which holds a grant for New Orleans ch. 4 but has been prohibited by the FCC from starting construction pending outcome of the deintermixture proceedings.

KNEW Sale Authorized

SALE of KNEW Spokane, Wash. was approved by the FCC last week. The station was sold by Scripps League Newspapers Inc. (40%), Burl C. Hagadone (40%) and Harry Henke Jr. (20%) to Mount Rainier Radio & Tv Broadcasting Corp. (Lester M. Smith and Lincoln Dellar and their wives) for $422,648. Mount Rainier is licensee of KJR Seattle, KXL Portland, Ore. and KHMO Hannibal, Mo. The Dellars also own KXOA-AM-FM and ch. 40 KCCC-TV Sacramento, Calif.



Pre-show line up of Edgar Bergen's "Do You Trust Your Wife" presents striking view of 8 of the 9 Mitchell cameras which film the popular TV show in one continuous run.

MORE MULTIPLE CAMERA TV FILMING

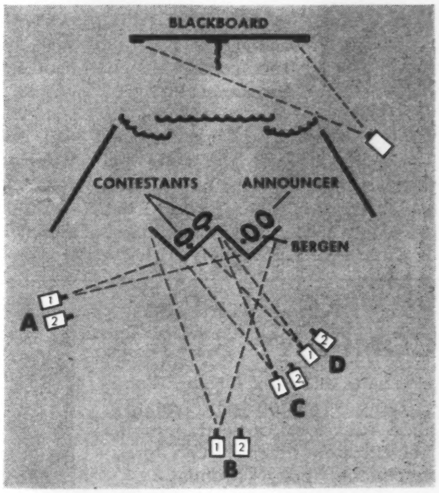
Battery of Nine Mitchell Cameras Photographs Edgar Bergen's TV Show

One of the most startling developments in TV film making is today's growing use of multiple camera set-ups. An outstanding example of this trend is Edgar Bergen's popular weekly TV show on CBS, The Don Fedderson Production, "Do You Trust Your Wife?" for which a battery of nine Mitchell 35mm cameras is used.

Four cameras are in simultaneous operation at all times and sound and filming is continuous for one hour before a live audience; later editing reduces footage to a half-hour show. Director Jim Morgan has made over 50 shows to date with nine Mitchell cameras used in this technique.

Similar to this production format is NBC's Groucho Marx Show, "You Bet Your Life," where eight Mitchell cameras are used.

Multiple camera work places great demands upon the cinematographers' equipment. Mitchell Cameras meet these exactingly-uniform precision filming requirements as do no other cameras in existence. For information, write: Mitchell Camera Corporation, 666 West Harvard St., Glendale 4, California.



Positions of the 9 Mitchell cameras are shown here. Four groups of 2 cameras each are used, with one camera in each group always shooting, second camera takes over when first reaches end of film.

Looking into the imposing array of cameras are Edgar Bergen, Charlie McCarthy and contestants.

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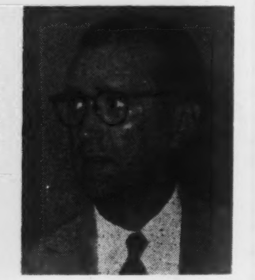
***85% of professional motion pictures shown in theatres throughout the world are filmed with a Mitchell**

Visit the Mitchell Camera Booth—No. 54—at the International Photographic Exposition, Washington, D. C.

TIME PLANS RADIO-TV SUBSIDIARY WITH COY SLATED FOR PRESIDENCY

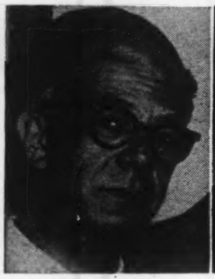
A WHOLE new corporate set-up to encompass all of Time Inc.'s broadcasting properties is expected to be spelled out this week with the filing of application with FCC covering the company's $15,750,000 acquisition of three radio and three tv stations from Consolidated Television & Radio Broadcasters Inc.

TLF Broadcasters Inc. (the initials stand for Time Inc.'s *Time*, *Life*, and *Fortune* magazines) has been formed as a subsidiary of Time Inc. to hold all the stocks of all of the parent company's radio and tv properties. In addition, TLF Broadcasters, which will not itself be a licensee, has incorporated two subsidiaries in preparation for taking over the Consolidated stations. One of these subsidiaries will operate WOOD-AM-TV Indianapolis and WTCN-AM-TV Minneapolis-St. Paul.

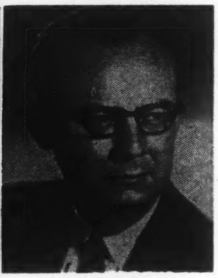


MR. COY

Wayne Coy, who with Time Inc. currently owns KOB-AM-TV Albuquerque, is slated to be president of the TLF subsidiary, which will operate the Indianapolis and Minneapolis-St. Paul stations. Under him, Eldon Campbell, Time Inc. consultant on broadcast management who most recently has been on special assignment at Time Inc.'s KDYL Salt Lake City, is expected to be named vice president and general manager of the WFBM-AM-TV division, and Phil Hoffman, manager of Time Inc.'s KLZ-AM-TV Denver, is due to take over as vice president and general manager of the WTCN-AM-TV division.



MR. HOFFMAN



MR. CAMPBELL

There has been no decision as to Mr. Hoffman's successor at KLZ-AM-TV, where Hugh B. Terry is president and general manager.

Willard Schroeder will continue as vice president and general manager of WOOD-AM-TV, where he has served under the present ownership.

TLF Broadcasters, which will serve as a sort of holding company for all the various properties—and which was set up by Time Inc. in order to segregate its broadcasting interests from its other operations—will be headed by Roy E. Larsen, Time Inc. president, as board chairman and president. Weston C. Pullen Jr., Time Inc. vice president and head of its broadcasting activities, will be executive vice president. Arnold W. Carlson, also a Time Inc. vice president, will be vice president and treasurer; John W. Harvey, Time Inc. controller, will be secretary, and Andrew Murtha, also of Time Inc., will be assistant secretary and assistant treasurer.

The board members of TLF will be basically the same as those of its various licensees, and the stations will continue to operate largely autonomously.

The applications for FCC approval of the acquisition of the Consolidated properties are expected to be filed early this week, approximately a fortnight after the Consolidated stockholders, headed by Board Chairman Harry M. Bitner Sr., gave their formal approval to the transaction [B•T, March 4].

The papers will point out that if final FCC approval has not been received within eight months after the Consolidated stockholder's adoption of their liquidation plan—which would be eight months from Feb. 26—then either buyer or seller may terminate the agreement on five days written notice to the other.

Time Inc.'s current radio-tv interests include 100% of KLZ-AM-TV, 80% of KDYL and KTVT (TV) Salt Lake City, and 50% of KOB-AM-TV. The Albuquerque properties, however, are being sold to KSTP Inc. by Time Inc. and Mr. Coy, president and general manager as well as half owner, in a separate transaction.

Cravath, Swaine & Moore and Pierson, Ball & Dowd are the laws firms representing Time Inc. in the Consolidated transactions, while Dempsey & Koplovitz represent Consolidated.

WOR Working on Travel Market, Described as Vast Ad Source

A MOVE designed to tap the expanding travel field for radio was reported last week by Robert J. Leder, manager of WOR New York, who announced the appointment of Paul Andrews as the station's first director of travel and transportation advertising.

Mr. Leder said the "mushrooming travel industry represents a vast and comparatively untapped source of radio advertising."

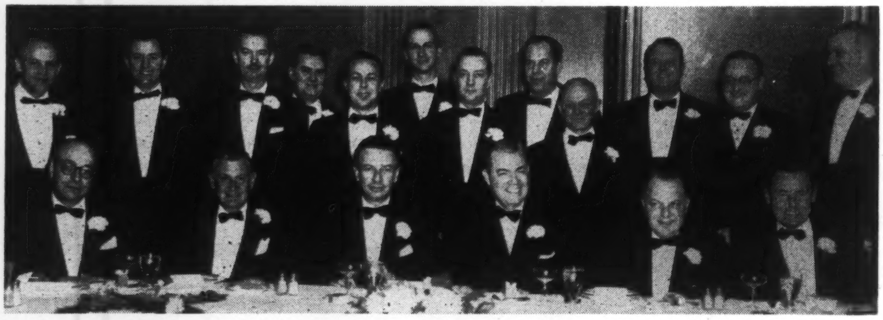
Mr. Andrews, who conducts WOR's nightly *Let's Travel*, is a former advertising manager of Sabena Airlines.

ASSOCIATES IN PGW GET COMPANY STOCK

ACTIVE associates of Peters, Griffin, Woodward Inc., radio-tv station representative, have acquired full stock ownership in the company, H. Preston Peters, PGW president, is announcing today (Monday).

The acquisition of all stock ownership was made possible by the sale last year of all remaining shares held by James L. Free, one of the founders of the firm who retired from active company management last May.

The corporate name, Peters, Griffin, Woodward Inc., was activated on March 15, 1956. Before that date, the firm was known as Free & Peters Inc. Top officers of PGW are Mr. Peters; Lloyd Griffin, vice president and director of television, who joined the firm in 1945 after service as radio director with Knox Reeves, Minneapolis, before World War II, and Russel Woodward, executive vice president and director of radio, with PGW since 1934, a former member of George Batten Co., and, shortly after the merger of that firm with BBDO, one of the five founders of Benton & Bowles in August 1929.



ON HAND for a dinner held in conjunction with the stockholders meeting in New York of Peters, Griffin, Woodward Inc. were:

Seated (l to r): William W. Bryan, vice president, manager Detroit office; Russel Woodward, executive vice president, director of radio; H. Preston Peters, president; Lloyd Griffin, vice president, director of television; Jones Scovern, vice president, treasurer; Hal W. Hoag, vice president, West Coast manager.

Standing (l to r): Jack Brooke, eastern sales manager, television; William Tynan, midwest sales manager, television; Arthur Bagge, midwest sales manager, radio; Otis Williams, television sales, New York; Lon King, assistant vice president; John Sias, assistant to director of television; Daniel Mosely, assistant to director of radio; Robert Somerville, radio sales, New York; George Castleman, new business development, television; John A. Thompson, assistant sales manager, radio; Frank Woodruff, director of radio promotion and research; and John Francis, radio sales, New York.

WGR, Transcontinent Merger Hinges on Vote

STOCKHOLDERS of WGR Corp., licensee of WGR-AM-TV Buffalo, N. Y., and Transcontinent Television Corp., owner of WROC-TV Rochester, N. Y., and 50% of WSVA-AM-TV Harrisonburg, Va., will vote March 25 on a plan for the merger of the companies. The merger envisages the exchange of 18 shares of Transcontinent stock for each share of WGR stock.

Principals of WGR are George Goodyear, chairman-president; J. Eugene McMahon, Arthur Victor Jr., William A. Lutz, Seymour H. Knox II, Seymour H. Knox III, J. Fred Schoellkopf IV and Paul A. Schoellkopf Jr. The latter three also are directors of Transcontinent.

Principals of Transcontinent, in addition to the WGR directors are David C. Moore, H. W. Chamberlain, David G. Forman, Arthur Heimbach, Paul Renshaw, and Preston L. Wright Jr. Messrs. Chamberlain, Heimbach and Renshaw are executives of General Railway Signal Co., which owns 50% of Transcontinent.

WPTV (TV) Staffers Named; Blair Tv Appointed as Reps

THE completed staff of WPTV (TV) West Palm Beach, Fla., has been announced by John H. Phipps Broadcasting Stations. Sale of the ch. 5 facility (formerly WJNO-TV) to the Phipps firm was approved by the FCC last fall.

General manager of WPTV is Stephen P. Willis. Department heads are W. L. Woods, national sales manager; Robert F. Carris, program director; Gino Ricciardelli, chief engineer, and W. A. Snowden, director of engineering. L. Herschel Graves is managing director of the Phipps group (WTAL Tallahassee, WTYS Marianna, both Fla.; WKTG Thomasville, Ga.-WCTV (TV) Tallahassee-Thomasville and (WPTV).

WPTV has appointed Blair Television Assoc. national sales representative and Harry E. Cummings for the Southeast.

Local Color Now on WBRE-TV

LOCAL live color made its debut on WBRE-TV Wilkes-Barre, Pa., last Monday with the opening of a "Color Week." The inaugural was held next door to WBRE-TV studios at Fowler, Dick & Walker department store, which has been originating live telecasts for almost a year. Local color shows originated hourly in the store and could be seen on color sets on every floor. In addition to the Fowler, Dick & Walker program, *At Home in the Little White House* (local cut-in on the daily NBC-TV *Home* show), fashion shows, houseware demonstrations and regular WBRE-TV features were telecast in color from the store. WBRE-TV is adding at least six hours of local live and film color weekly to its network color schedule.

Katz to Shift Missouri Office From Kansas City to St. Louis

THE Katz Agency, national station and media representative firm, last week announced the transfer of its Missouri office from Kansas City to St. Louis effective April 15.

MR. AXTELL

The St. Louis office will be managed by Alan Axtell, currently of the Katz Chicago office. At the outset it will be staffed by five men whose work will be specialized by media. In addition to Axtell, there will be television and radio specialists to be named in the near future.

WABC-TV Sets Up Department

CREATION of a department of sales development and research was announced last week by Robert L. Stone, vice president in charge of WABC-TV New York. John Curtis has been named director of the new local service. Mr. Curtis transfers from WABD (TV) New York, where he was a sales representative. From 1953 to 1956 he was with ABC-TV as researcher and presentation writer in television sales development.

WAKR is *First* in listeners

HOOPER *RADIO* **AUDIENCE INDEX**
Share of Radio Audience — Akron City Zone — Nov. - Dec. 1956

	MORNING (7 AM-12 NOON) *Monday thru Friday*	AFTERNOON (12 NOON TO 6 PM) *Monday thru Friday*	NIGHT (6 PM—10:30 PM) *Monday thru Friday*
WAKR	**46.0**	**43.2**	**57.3**
■ Station "A"	2.4	3.8	10.2
Station "B"	16.4	14.6	17.2
Station "C"	27.1	29.2	—*
■ Station "D"	3.0	1.7	4.2
Station "E"	2.7	8.8	—*

■ Cleveland Stations with primary service in Akron   * Off the air

NIELSEN NCS AND PULSE ALSO AGREE THAT WAKR IS A DECIDED FIRST.

Represented Nationally by BURKE-STUART Company, Inc.

- NEW YORK
- CHICAGO
- DETROIT
- LOS ANGELES
- SAN FRANCISCO

WAKR-TV • WAKR-RADIO
RADIO-TELEVISION CENTER — 853 Copley Road — Akron 20, Ohio

CAS WALKER (l), Knoxville, Tenn., city councilman and operator of a chain of supermarkets, signs for the *Cas Walker Farm and Home Hour,* 7-8 a.m. Monday-through-Friday show on WBIR-TV that city. With him is John P. Hart, WBIR-TV president.

WJR's Total Advertising Sales Hit Record $3,516,764 in '56

GROSS advertising revenues of $3,516,764.70—a record high—were garnered by WJR Detroit during the year ending Dec. 31, 1956, a report released last week to stockholders revealed. The amount is a 27.5% increase over advertising sales for 1955 ($2,759,802.56), according to John F. Patt, president of WJR, The Goodwill Station Inc.

Non-network sales in 1956 reached a new high, increasing exactly 40% over the preceding year, the report showed. After Federal income taxes, net profits totalled $478,112.09 as against $274,738.61 for the same period in 1955. And net earnings per share amount to $.88 as compared to $.50 for 1955—these figures based on 542,130 shares outstanding at last year's end.

KBST-TV Now KEDY-TV

KEDY-TV are the newly-granted call letters for the KBST-TV Big Spring, Tex., television station, now owned-and-operated by Texas Telecasting Inc., W. D. (Dub) Rogers, president of Texas Telecasting, announced last week.

Soon after Texas Telecasting took over operations from Big Spring Television Inc., Mr. Rogers said, KEDY-TV's program schedule was enlarged to an average of 15 hours each weekday. Texas Telecasting also operates KDUB-TV Lubbock and KPAR-TV Sweetwater-Abilene, both Texas.

KTVX (TV) Increases Rates

KTVX (TV) Tulsa, Okla., has issued a new rate card (No. 4), raising its rates effective this Friday (March 15). Hourly rates are being raised for the following: Class AA—from $500 to $600; Class A—from $400 to $500; Class B—from $300 to $400. Class C rates will remain the same—$200 for one hour.

ASK ABOUT THE NEW 1957 TELEPROMPTER® MOD V!*
COMPLETELY NEW EYE-LET SYNCHRONIZATION SYSTEM...
MASTER CONTROL AND DUAL HAND CONTROLS PLUS
INDUSTRY CAMERA MOUNTS FOR GREATER FLEXIBILITY!
More than 1,000,000 hours of TelePrompTer performances!

*Patents Pending

TELEPROMPTER CORPORATION
311 West 43rd St., New York 36, N. Y. • JUdson 2-3800
HERBERT W. HOBLER, *V. Pres. Sales* JAMES BLAIR, *Eqpt. Sales Mgr.*
LOS ANGELES • CHICAGO • WASHINGTON, D.C. • PHILADELPHIA
DETROIT • MIAMI • TORONTO • LONDON

TELEPROMPTER SERVICE

WTPA BARES HEART

WTPA Harrisburg, Pa., presented a live, one-hour remote program of a heart operation performed last month at the Presbyterian Hospital in Philadelphia.

Don Wear, station manager, who directed the nine-man control crew in WTPA's mobile unit, narrated the program which showed an operation to relieve coronary thrombosis. Six doctors, nurses and the patient made up the "cast" for the show, televised for educational purposes and to support the 1957 Heart Fund drive.

The second portion of the program included films of more difficult operations and of related fields to heart surgery—research, patient care, preparation for an operation, technical apparatus used, discussion of the normal and the diseased heart and types of medical and surgical treatment.

WTIC Promotes Johnson, Others As Firm Is Given Tv Go-ahead

MR. JOHNSON

WALTER C. JOHNSON, assistant general manager of WTIC Hartford, Conn., has been named vice president and general manager of Travelers Broadcasting Service Corp. (WTIC-AM-FM and ch. 3 WTIC-TV), it has been announced by President Paul W. Morency.

The announcement followed the FCC decision not to delete the sole vhf channel assigned to Hartford in last fortnight's deintermixture proceedings [B•T, March 4]. WTIC was granted ch. 3 last July but had been forbidden to build until the FCC had dealt with the deintermixture proposal.

Also promoted were Leonard J. Patricelli from program manager to vice president, programs, and Bernard L. Mullins, public relations director, to vice president for that department. Irwin Cowper, assistant sales manager, was named sales manager.

New Post for William Berns

WILLIAM A. BERNS, WRCA-AM-TV New York news and special events director, has begun a year's leave of absence from the stations to take the post of managing director of the Marine Amphitheatre, Jones Beach, Long Island. Mr. Berns will return to the NBC-owned outlets March 1, 1958.

He will report to New York State Park Commissioner Robert Moses, who asked for Mr. Berns' services in a letter to Brig. Gen. David Sarnoff, RCA and NBC board chairman. As managing director, Mr. Berns will work with bandleader Guy Lombardo, who produces the annual shows at Jones Beach.

Lang Named Manager Of GE's Stations

GENERAL Electric Co. announced last week that the company's radio and television stations and the Maqua Co., a wholly-owned affiliate (a printing plant), have been assigned to the advertising and sales promotion department of the apparatus sales division of GE. These units formerly had been assigned to GE's public and employe relations services.

MR. LANG

J. Milton Lang, formerly general manager of the company's tube department, was named general manager of broadcasting stations' operations and president of the Maqua Co. In his new post, Mr. Lang will have overall responsibility for GE's radio and tv stations in Schenectady—WRGB (TV), WGY, WGFM (FM) and WGEO (shortwave). Mr. Lang assumes the dual responsibilities formerly handled by Robert B. Hanna, who recently was named general manager of GE's industrial heating department in Shelbyville, Ind.

A GE spokesman said present station managers would continue in their posts, reporting to Mr. Lang.

Station Representative Company Formed in N. Y. by Jack Masla

JACK MASLA, former executive vice president and general manager of Burke-Stuart Co., New York, last week announced formation of a new station representative firm under his own name, Jack Masla & Co., 551 Fifth Ave., New York, and plans to establish a branch office in Chicago. Telephone number of the New York office is Yukon 6-7370. The new corporation will represent both radio and tv stations.

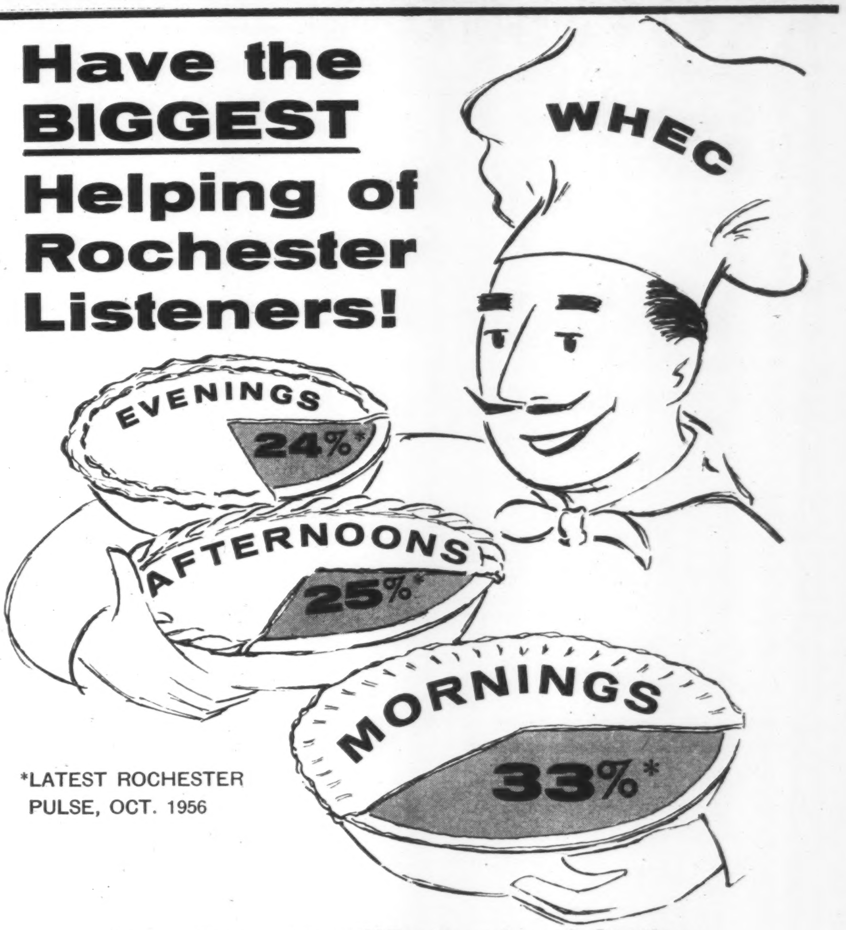
MR. MASLA

Mr. Masla has been in broadcasting since 1947. He joined Burke-Stuart in 1954 as vice president in charge of the New York office when that firm was first organized and subsequently was promoted to executive vice president and New York office general manager. He resigned Feb. 15.

McKee Buys KOWB for $75,000

RICHARD P. McKEE has puchased KOWB Laramie, Wyo., from John Alexander and George Dent for $75,000, it was announced last week. Allen Kander & Co., Washington, D. C., was broker for the transaction. KOWB, a Mutual affiliate, operates on 1340 kc with 250 w. Mr. McKee formerly was with WINS New York and the Berkshire School in Sheffield, Mass.

Have the BIGGEST Helping of Rochester Listeners!



*LATEST ROCHESTER PULSE, OCT. 1956

Competing with FIVE other Local Stations,
WHEC Averages More Than 27% of the Local Audience MORNINGS AFTERNOONS & EVENINGS!

BUY WHERE THEY'RE LISTENING . . . ROCHESTER'S TOP-RATED STATION

CBS WHEC of Rochester NEW YORK 5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL Co., Los Angeles, San Francisco

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO
THE L. B. Wilson STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

WVET
STARTLES ROCHESTER!

WVET IS FIRST

Rochester advertiser in any field (maybe first anywhere) to take ALL the outside advertising on a Transit Company bus . . . front, sides and back! Brilliant in Purple, White and Yellow, the WVET bus plies Rochester streets every day, catching every eye . . . reminding all that . . .

WVET IS FIRST

in Rochester radio audience acceptance, with

- ***MELODY FIDELITY,*** *America's most listenable music presented by the town's most popular DJ's from dawn to signoff.*
- ***LATEST LOCAL NEWS*** *every hour on the half-hour.*
- ***ABC NETWORK FEATURES.***

WVET IS FIRST

in advertising response too . . . your best radio buy in Rochester, N. Y.

1280 K. C. **5000 WATTS**

MUSIC NEWS ABC
WVET
RADIO
ROCHESTER, N. Y.

Represented Nationally by
THE BOLLING COMPANY

TV IN COURTS: LIVE OR DELAYED

A NEW YORK State Supreme Court Justice and a former general counsel of the FCC agreed in a broadcast "debate" that cameras and microphones might well be admitted to court proceedings, but differed on whether their coverage should be live or delayed.

The debaters were Justice Walter R. Hart and Attorney Telford Taylor. They gave their views on "Should Courtroom Trials Be Televised?" on WCBS-TV New York's half-hour *Right Now* program on Saturday, March 2. Oddly, perhaps, it was the judge who advocated free admittance for broadcasting, while the former FCC official took the limiting viewpoint.

Mr. Taylor, U. S. chief counsel for war crimes in the Office of Military Government (1946-49) as well as former FCC general counsel, held that there are relatively few trials that television would be interested in, and those chosen for telecasting would likely be the more sensational ones apt to arouse emotions to a high pitch. In lengthy trials, he felt, complete coverage would be impossible without sponsorship. The sensational trial where public emotion runs high, he said, constitutes the "main hazard" in tv coverage.

He could see "no real objection," Mr. Taylor said, in filming or kinescoping a trial for telecasting after the case is over. In this way, he pointed out, the public tensions would be minimized and pressures on judges and other participants would not be made greater.

Judge Hart, already on record in favor of "absolutely" permitting the telecasting of "any and all trials which the public might be interested in" [B•T, Feb. 18], argued that television is entitled to cover trials live for the same reasons that other segments of the press are entitled to do so.

As it is, he maintained, newspaper versions of a trial vary from paper to paper, so that the public may get "four or five versions," whereas television would give only one, without editorializing.

Messrs. Hart and Taylor were agreed that tv equipment need not be obtrusive in the courtroom, and that excluding television would not solve the problem of judges, lawyers and others—even Senators and Congressmen, Mr. Taylor noted—"hamming it up" during the course of proceedings.

Newscaster Ron Cochran was moderator for the discussion.

WTVT (TV) Newsman Cited For Contempt

A WTVT (TV) Tampa, Fla., newsman faces City Judge John Rudd, of Tallahassee, today (Monday) because silent film footage shot in the corridor outside the courtroom appeared on the station in violation of a court order.

The municipal judge told Jack Murphy, Tallahassee correspondent of WTVT, during a segregation trial that he should destroy his film, shot Feb. 25. Later that day the coverage appeared on WTVT, according to Dick John, station news director.

George Thurston, covering for WFLA-TV Tampa, destroyed his footage in Judge Rudd's presence on court order, the jurist having observed him using his camera. Mr. Murphy voluntarily told Judge Rudd that he, too, had shot silent corridor scenes but instead of destroying the film on the spot he sent it by plane to Tampa.

Mr. Murphy was instructed last Monday by Judge Rudd to appear voluntarily in court. He will be accompanied by counsel assigned by Oklahoma Publishing Co., operator of WTVT.

WATE Names Carpenter

DAVID H. CARPENTER, former manager of WATO Oak Ridge, Tenn., has been appointed manager of WATE Knoxville, it was announced last week by W. H. Linebaugh, vice president of WATE Inc. and general manager of WATE-AM-TV. During the past year Mr. Carpenter served as sales manager of KOAT-TV Albuquerque, N. M.

New Contract With WABC Signed by Martin Block

SIGNING of Martin Block to a new five-year contract with WABC New York was announced last week by Stewart Barthelmess, general manager of the station. It is reported the pact calls for a minimum guarantee of about $1 million for the five years.

Under terms of the contract, Mr. Block will conduct a Monday-Friday 11-noon EST program and 3-6 EST show. He will discontinue his ABC Radio activities during the day, but will continue *Teen Dance Party* (ABC Radio, Mon.-Fri., 6:25—6:30 p.m. EST), sponsored by American Home Foods. In addition, on ABC Radio, Mr. Block will present 20 five-minute programs under sponsorship of Carling Red Cap ale, on each of seven selected weekends from March 15 through Aug. 21, with the programs on Friday and Saturday evenings.

WHLS

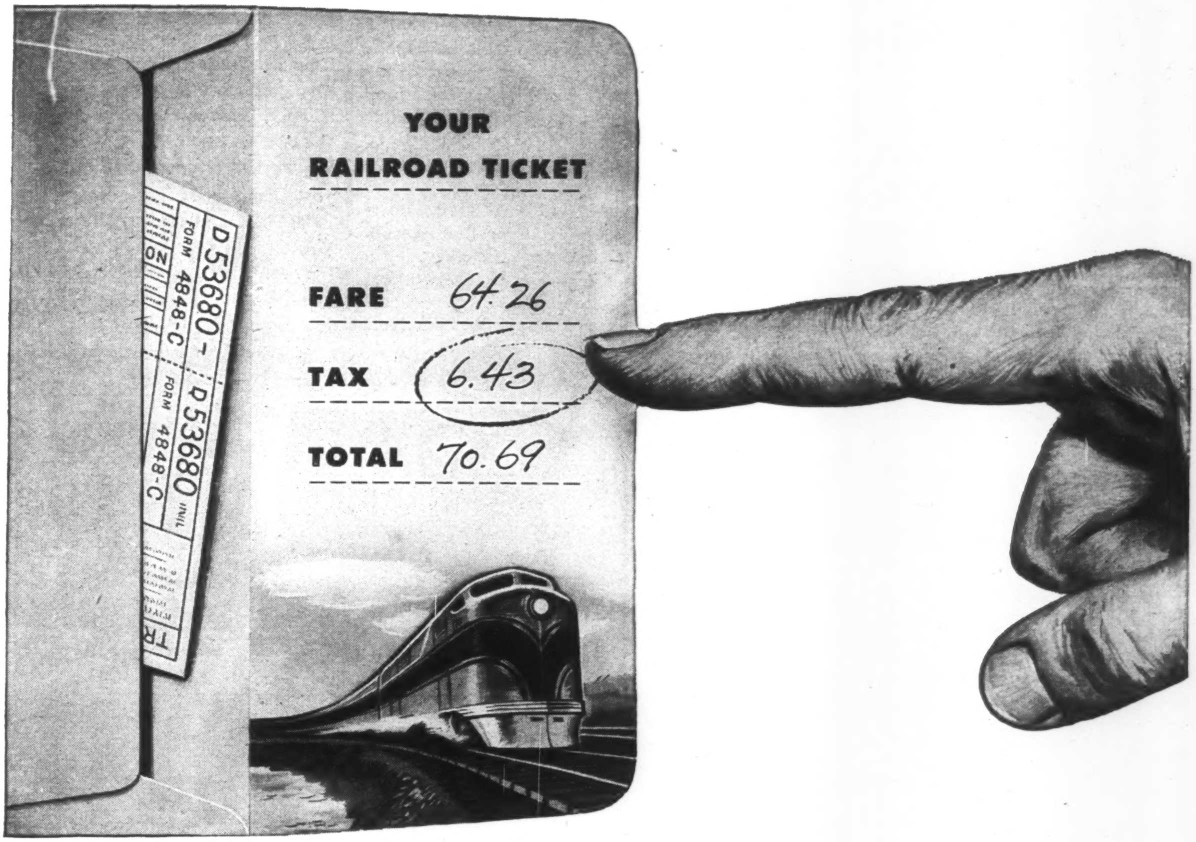
MICHIGAN'S POWERFUL 250 WATTER HEARD AROUND THE WORLD

. . . WHLS is responsible for more newsworthy stories featured by A.P. than any other station in the country.

4 FULL TIME NEWSMEN

Port Huron's community station

Represented Nationally by Gill-Perna
For Detroit — Michigan Spot Sales



You still pay these "temporary" wartime taxes

During World War II, Congress levied special taxes on the passenger fares and the freight charges paid to railroads and other forms of public for-hire transportation. One reason for these special taxes was to discourage the use of these transportation facilities in wartime.

The war ended more than ten years ago but these taxes go on — and on. They still add an extra 10 per cent to the passenger fares you pay, and they add 3 per cent to the freight charges on everything that moves by public carriers such as railroads.

The reason for these "temporary" wartime taxes vanished long ago. But they are still discouraging the use of our public transportation systems. And by so doing, these taxes are weakening our public carriers — essential to peacetime commerce and vital to national defense.

These discriminatory and burdensome taxes should be repealed — *now!*

ASSOCIATION OF
AMERICAN RAILROADS
WASHINGTON, D. C.

WKY Inc. Promotes Lovell

H. J. LOVELL has been appointed to the newly created post of director of technical operations for the WKY Television System, is was announced last week by P. A. Sugg, executive vice president. "Our expanded operations and the importance of maintaining our technical equipment at the highest possible standard made it advisable to create the top echelon engineering position now filled by Mr. Lovell," said Mr. Sugg. For the past 25 years Mr. Lovell has been chief engineer of WKY-AM-TV Oklahoma City, Okla., and has been with station for a total of 28 years. WKY Inc. is also licensee of WSFA-TV Montgomery, Ala., and WTVT (TV) Tampa-St. Petersburg, Fla.

REPRESENTATIVE APPOINTMENTS

WHYN-AM-TV Springfield, Mass., appoint Harry Wheeler & Co., Boston, as their New England representative.

WPOP Hartford, Conn., appoints Kettell-Carter as its exclusive New England representative.

REPRESENTATIVE PEOPLE

Milton H. Klein, sales representative in L. A. office of Frank King & Co., named L. A. manager. **Frank Arthur,** salesman for KVVG (TV) Tulare, Calif., joins company's sales force.

Stu Barondess named manager of new Dallas office, Stars National Inc. New Office is located at 1000 Main St., Suite 624. Telephone: Riverside 2-3605.

Leonard Ross, assistant research director, Forjoe & Co., to Charles Bernard Inc. as account executive in N. Y. office.

Robert G. Spielmann, NBC Radio Spot Sales, to George P. Hollingbery Co., N. Y., as tv salesman.

J. Taggert Simler, sales manager, Adam-Young Inc., Chicago, and **Thomas H. Belvisio Jr.,** salesman, CBS-TV New York, to The Katz Agency, N. Y., tv sales staff. Mr. Simler succeeds **Chuck Dwyer** who joins WTVN-TV Columbus, Ohio, as local-regional sales manager.

STATION PEOPLE

E. Berry Smith elected vice president-general manager, WFIE-TV Evansville, Ind., succeeding **Ted Nelson,** who became consultant for WFIE-TV and will remain with station until end of March.

Bill W. Fillingham, assistant manager, WNAV Annapolis, Md., named general manager, succeeding **Malcolm A. Campbell Jr.**

Dick Amundson, manager, KNOE Monroe, La., to WYOU and WACH-TV Norfolk, Va., as general manager.

Ralph Hansen, formerly program director, WHAS-TV Louisville, Ky., to KYW-TV Cleveland, as program manager. **Sam Gifford,** program director at WHAS-AM, succeeds Mr. Hansen.

10 NEW MEMBERS ON NARTB BOARD

TEN new members were elected to the NARTB Radio Board last week, with seven others re-elected, according to results of the annual election announced by Everett E. Revercomb, NARTB secretary-treasurer. Nine odd-numbered districts elected board members, plus two each in the four-at-large categories (large, medium, small and fm stations).

Results were tabulated by an elections committee comprising George Roeder, WCBM Baltimore, chairman Everett L. Dillard, WASH (FM) Washington, and Carl Lindberg, WPIK Alexandria, Va.

Tv board members will be elected Thursday afternoon, April 11, at the final session of the NARTB convention in Chicago.

Elected to the Radio Board for two-year terms were:

Dist. 1—Daniel W. Kops, WAVZ New Haven, Conn, succeeding Herbert L. Krueger, WTAG Worcester, Mass. (board vice chairman).

Dist. 3—Donald W. Thornburgh, WCAU Philadelphia, succeeding George H. Clinton, WPAR Parkersburg, W. Va.

Dist. 5—Hugh M. Smith, WCOV Montgomery, Ala., succeeding Owen F. Uridge, WCKR Miami, Fla.

Dist. 7—Robert T. Mason, WMRN Marion, Ohio (re-elected).

Dist. 9—William Holm, WLPO LaSalle, Ill. (re-elected).

Dist. 11—Ray Eppel, KORN Mitchell, S. D., filling a post that has been vacant since resignation of F. E. Fitzsimonds from KFYR Bismarck, S. D.

Dist. 13—Alex Keese, WFAA Dallas (re-elected).

Dist. 15—J. G. Paltridge, KROW Oakland, Calif., succeeding William D. Pabst, KFRC San Francisco.

Dist. 17—Tom Bostic, KIMA Yakima, Wash., succeeding Richard M. Brown, KPOJ Portland, Ore.

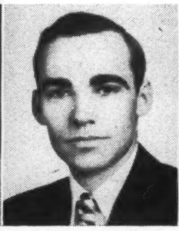
Large Stations—Harold Hough, WBAP Fort Worth (has frequently served on board). Medium—J. Frank Jarman, WDNC Durham, N. C. (re-elected). Small—William C. Grove, KFBC Cheyenne, Wyo. (re-elected). FM—Ben Strouse, WWDC-FM Washington (has served before).

Elected for one-year terms were: Large—John M. Outler, WSB Atlanta (board chairman, re-elected). Medium—Todd Storz, KOWH Omaha, Neb. Small—J. R. Livesay, WLBH Mattoon, Ill. FM—Merrill Lindsay, WSOY-FM Decatur, Ill. (re-elected).

Retiring as at-large directors are John F. Patt, WJR Detroit (large); Cecil B. Hoskins, WWNC Asheville, N. C. (medium); F. Earnest Lackey, WHOP Hopkinsville, Ky. (small), and Edward A. Wheeler, WEAW-FM Evanston, Ill. (fm).

The New Faces on The Board

Mr. Paltridge


Mr. Storz

Mr. Smith

Mr. Hough

Mr. Bostic

Mr. Kops

Mr. Strouse

Mr. Livesay

Mr. Eppel

Mr. Thornburgh

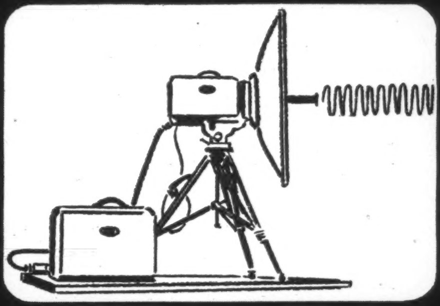
NARTB Appoints Carlisle To Station Relations Post

WILLIAM CARLISLE, NARTB field representative, has been appointed manager of the association's station relations department. He succeeds Jack Barton, resigned [CLOSED CIRCUIT, March 4]. Mr. Carlisle joined NARTB in August, 1954, having previously been sales manager of the Rust Industrial Co. broadcast division. Before joining Rust, he had been with WKBR Manchester, Vt., and other New England stations. He also was radio director of Western Adv. Agency, Manchester.

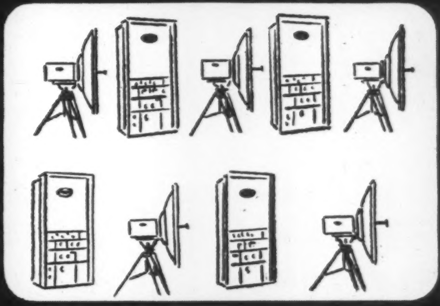
MR. CARLISLE

In World War II he was a captain in the Marine Corps.

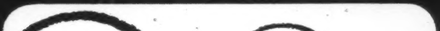
Best-Selling 20-Second Spot



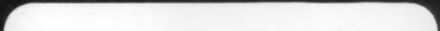
1. This is the famous Raytheon KTR-1000A microwave relay—just one in the biggest line of TV microwave relays in the industry.



2. Available in rack mounted or portable, 100 milliwatts or one watt at 6000 and 7000 mc; and 100 milliwatts in portable at 13,000 mc.



3. Four light, compact, portable units, total weight only 162 lbs., ideal for remotes. Provide simultaneous transmission of high fidelity audio with full NTSC color or monochrome video.



4. As STL's too, Raytheon links provide reliable, low-cost operation, with either portable or rack mounted equipment.

5. These and many other advantages add up to one big FACT—Raytheon KTR links outsell all competitive makes.

RAYTHEON

Excellence in Electronics

6. For full details, please write Raytheon Manufacturing Company, Equipment Marketing Department, Waltham 54, Mass., Dept. 6120.

WORL *Leads* ALL BOSTON STATIONS IN LISTENING

during daytime's most important hours.*

Out of 30 consecutive quarter hours, WORL is 1st in 22 and 2nd in 8!

SO SELL THE BOSTON AUDIENCE

Low rates make it your best buy in Boston!

Represented nationally by Headley-Reed

WORL

BOSTON
5000 WATTS
950 ON THE DIAL
NS-1 AREA

*Latest Nielsen, Nov. 1956

GRUENTHER TO TALK AT NARTB MEETING

- **Will open annual convention**
- **Booth, Jensen also on agenda**

THREE major speakers were added to NARTB's annual convention program last week as the association wrapped up final plans for the industry meeting to be held April 7-11 at the Conrad Hilton Hotel, Chicago.

Gen. Alfred M. Gruenther, president of the American Red Cross and former supreme allied commander in Europe, will deliver the opening address April 9 as management sessions get underway. He will speak prior to presentation of NARTB's 1957 Keynote Award for distinguished service to broadcasting. Recipient of the award will be former President Herbert Hoover.

Arch N. Booth, executive vice president of the U. S. Chamber of Commerce, world's largest business organization, will address the April 11 luncheon on the subject "People, Product and Progress: 1975."

Axel G. Jensen, Bell Telephone Labs director of visual and acoustics research, will be guest speaker April 8 at the opening day's luncheon of the four-day Engineering Conference. Mr. Jensen has received many high international awards. He is a fellow and former director, Institute of Radio Engineers, and fellow-engineering vice president, Society of Motion Picture & Television Engineers.

Luncheon Speakers

Luncheon speaker April 9 will be FCC Chairman George C. McConnaughey. NARTB President Harold E. Fellows will be the April 10 luncheon speaker.

NARTB has revised its agenda for the April 11 morning television session. Instead of panels on color tv and films, the program will be devoted entirely to tv copyright problems. Following board policy, President Fellows has invited non-NARTB members to take part in this meeting which is expected to feature proposed formation of an all-industry copyright committee operating outside the association. The ASCAP tv copyright contracts expire at the end of 1957, with radio contracts expiring a year later.

Some talk has been given to the idea of a special tv film session, but thus far the convention committee has announced no definite plans.

Members of NARTB's Fm Committee, meeting Thursday in Washington, laid out plans for a special fm session the afternoon of April 8. Topics to be taken up at a panel session include availability of fm frequencies and transmitter equipment, production of am-fm auto radios, receiver availability and sales, status of set counts and surveys, and acceptance of fm as an advertising medium. Committee members showed interest in the increased imports of fm sets from West Germany and other countries.

The Fm Committee adopted a resolution urging fm members who use both am and fm call letters in station breaks to identify their fm frequencies if they do this on am breaks.

John F. Meagher, NARTB radio vice president, said NARTB now has 330 fm station members. He reviewed a recent survey of fm stations.

Donald deNeuf, formerly of Rural Radio Network, Ithaca, N. Y., resigned from the committee, having entered another field.

Attending the Thursday fm meeting were Edward A. Wheeler, WEAW-FM Evanston, Ill., chairman; Raymond S. Green, WFLN (FM) Philadelphia; Merrill Lindsay, WSOY-FM Decatur, Ill.; Ben Strouse, WWDC-FM Washington, and George Volger, KWPC-FM Muscatine, Ia. Fred Rabell, KSON-FM San Diego, Calif., was excused. Participating for NARTB were Messrs. Fellows and Meagher; A. Prose Walker, engineering manager; Robert L. Heald, chief attorney; Richard M. Allerton, research manager; Donald N. Martin, assistant to the president-public relations; Joseph M. Sitrick, manager of special projects and member participation, and Thomas B. Coulter, assistant to Mr. Meagher.

Oklahoma Broadcasters Elect KASA's Morris as President

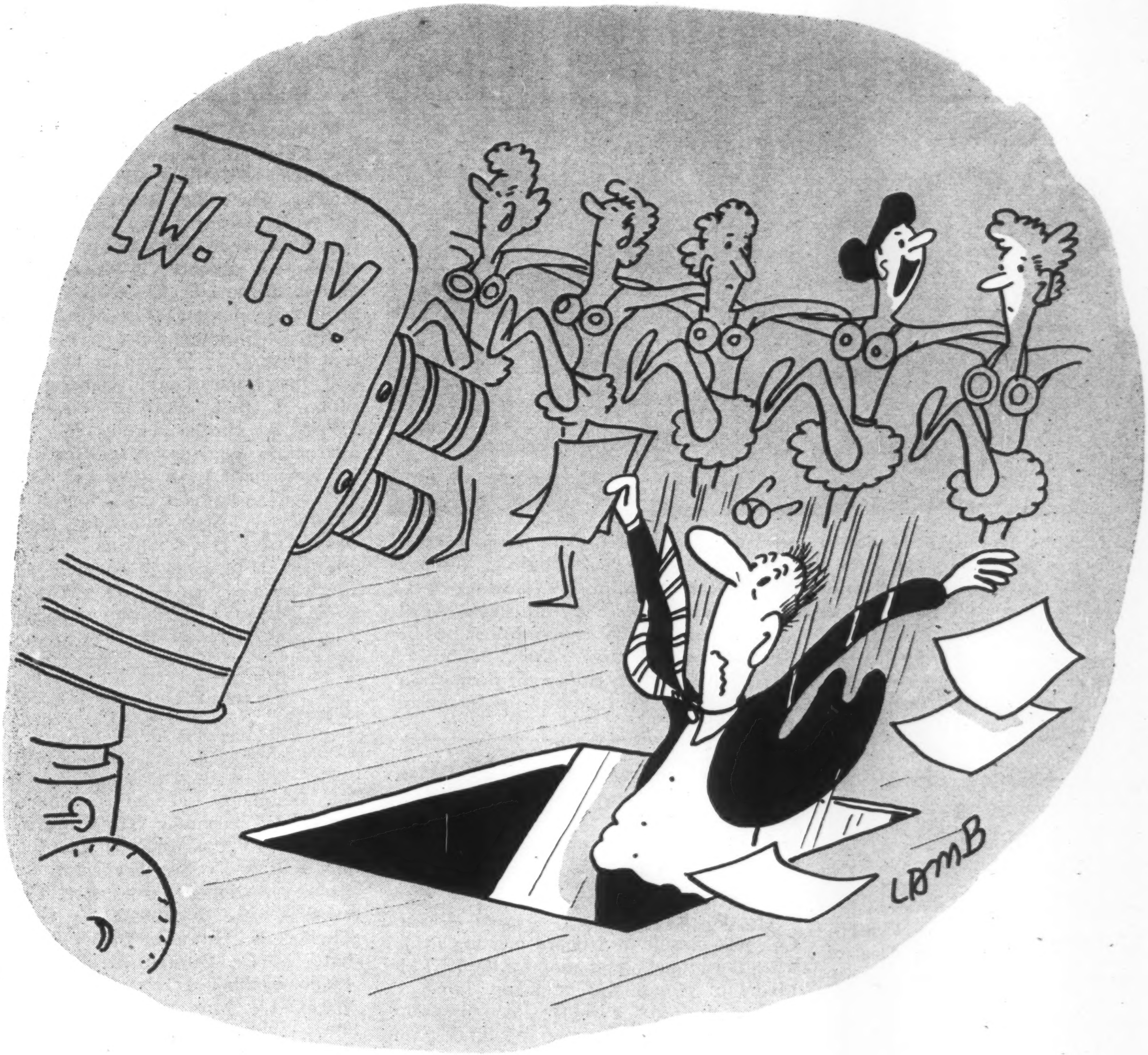
LEO MORRIS, KASA Elk City, was reelected president of Oklahoma Broadcasters Assn. at the March 1 meeting, held at Enid. W. M. Brubaker, KRHD Duncan, was reelected secretary-treasurer and Pat Murphy, KCRC Enid, was elected vice president. Directors elected were George Overton, KMUS Muskogee; Eddie Peake, KTOW Oklahoma City; Winston O. Ward, KBEL Idabel; James R. Bellatti, KSPI Stillwater; John M. Mahoney, KVIN Vinata, and Edward A. Ryan, KSIW Woodward.

With 150 members attending, OBA adopted a resolution opposing the proposed 2% state tax on advertising on the ground it would work a hardship on all media and open the door to a new type of taxation on services. A bill to regulate outdoor advertising, pending in the Legislature, was opposed as discriminatory against advertising.

A separate group, Oklahoma Sports Broadcasting Assn., was formed with 31 radio stations as members. It is a general and limited partnership designed to negotiate contracts with Oklahoma U. and Oklahoma A. & M. to produce and broadcast football and basketball as well as to arrange suitable sponsorship. Under present procedure, the highest advertising bidder acquires broadcasts rights to games with stations paying a fee to the university and using the pickup from the originating station. The new plan would cut cost of handling games for stations distant from the universities.

Allen Heads Sportscasters Assn.

MEL ALLEN, freelance sportscaster, has been elected president for 1957 of the Sports Broadcasters Assn. of New York. He succeeds Led Dillon, WFAS White Plains, N. Y. Other newly-elected officers are Chris Schenkel, freelance, 1st vice president; Frank Litsky, United Press radio, 2d vice president; Perry Smith, NBC, secretary, and Guy Lebow, treasurer.



He forgot that "Scotch" is a brand name for tape!

It's easy for all of us to fall into bad habits! While we welcome the mention of our product on your programs, we ask that you respect our registered trademark. If it is impossible for you to use the full name correctly: "SCOTCH" Brand Cellophane Tape, or "SCOTCH" Brand Magnetic Tape, etc., please just say *cellophane tape* or *magnetic tape*. Thank you.

MINNESOTA MINING AND 3M COMPANY MANUFACTURING COMPANY
ST. PAUL 6, MINNESOTA

FOUR organizations promoting National Radio Week May 5-11 will wage special campaigns to broaden observance of the event this year, with details drafted at a planning session held last Monday at NARTB Washington headquarters. Broadcast observance will be boosted at a rally during the industry's April convention. At the planning session (l to r): Julius Haber, RCA, chairman of public relations-advertising committee of Radio-Electronics-Tv Mfrs. Assn.; John F. Meagher, NARTB radio vice president; Sherril Taylor, vice president-promotion director, Radio Advertising Bureau; William Burger, representating National Appliance & Radio Dealers Assn.

Radio Week Promotion Plans Finalized by Sponsoring Groups

A PROMOTION timetable dovetailing plans of the four associations jointly sponsoring National Radio Week, May 5-11, was drawn up last Monday at a meeting of representatives of the sponsoring groups—NARTB, National Appliance & Radio-Tv Dealers Assn., Radio Advertising Bureau and Radio-Electronics-Tv Mfrs. Assn.

NARDA will promote the week in a special issue of its *NARDA News*, offering ways for dealers to promote the event and to tie-in with broadcasters, distributors and manufacturers. NARTB will supply stations with promotion kits in late March and will enlist the support of some 200 civic and trade organizations. A Radio Week rally will be held the afternoon of April 10 during the NARTB convention in Chicago. RAB will send kits with spot announcements appealing to segments of the public as well as business and civic groups, plus transcribed jingles. RAB officials will speak at a dozen points during the week. RETMA will provide material for guidance of manufacturers, urging them to work with their field forces, distributors and dealers.

RETMA Meets in Washington Will Exhibit New Building

FIRST quarterly meeting of Radio-Electronics-Tv Mfrs. Assn. members will open Wednesday at the Sheraton Park Hotel, Washington. Government officials and legislators will be guests during the conference.

A reception for government, press and other groups will be held Thursday at the new RETMA Bldg., adjoining the BROADCASTING • TELECASTING Bldg. on DeSales St., opposite the Mayflower Hotel.

Progress of the RETMA-sponsored closed-circuit tv educational experiment in the Hagerstown, Md., public schools will be given Thursday.

Dr. W. R. G. Baker, General Electric Co., will preside at a board meeting Friday when the annual nomination for the RETMA Medal of Honor will be made. James D. Secrest, RETMA executive vice president, said a score of committee and other group meetings will be held Wednesday. Julius Haber, RCA, will direct a meeting of the Public Relations & Advertising Committee.

Military and other group meetings will be held Thursday. A board luncheon will wind up the program at noon Friday.

TASO Completes Panel Membership

THE Television Allocation Study Organization announced last week complete personnel making up the complement of the five panels which will investigate the capabilities and future potential of uhf television.

Following are the panel members, announced by Dr. George R. Town, with additional members to be appointed.

Panel 1—Transmitting Equipment

William J. Morlock (chairman), GE; Ralph N. Harmon (vice chairman), Westinghouse Bcstg. Co.; Harold G. Towlson (secretary), GE; Benjamin Adler, Adler Communications Labs; Joseph B. Epperson, Scripps-Howard Radio; Ralph L. Jay, WRLP (TV) Greenfield, Mass.; Robert M. Morris, ABC; Charles Sakoski Sr., WBRE-TV Wilkes-Barre, Pa.; Joseph L. Stern (Ogden Prestholdt, alternate), CBS; Orrin W. Towner, WHAS-TV Louisville; John E. Young, RCA.

Panel 2—Receiving Equipment

William O. Swinyard (chairman), Hazeltine Research; Kenneth O. Chittick (vice chairman), RCA; Stephen Ronzheimer (secretary), Hazeltine Research; William F. Bailey, Hazeltine Corp.; K. Blair Benson (Joseph L. Stern, alternate), CBS; William Boothroyd (Robert C. Moore, alternate), Philco; Edward D. Chalmers (Rudolph W. Selbmann, alternate), Oak Mfg. Co.; Dudley E. Foster, Hazeltine Research of Calif.; Vincent Friberg, F. W. Sickles Division, General Instrument Corp.; George W. Fyler (John F. Bell, alternate), Zenith Radio; Edwin B. Hassler (Louis W. Schreiner, alternate), Warwick Mfg. Corp.; Stephen W. Kershner, A. D. Ring and Assoc.; Ove Peterson, Admiral Corp.; Joseph S. Robb (Mathew W. Slate, alternate), Radio Condenser Co.; David Sillman, Westinghouse Electric Corp.; Evan S. Tobey, Packard-Bell Electronics Corp.; Earl W. Whyman, Sylvania Electric Prods.; Raymond S. Yoder, Motorola; Edward S. White (observer), Warwick Mfg. Corp.

Panel 3—Field Tests

Knox McIlwain (chairman), Burroughs Corp.; Frank L. Marx (vice-chairman), ABC; Harris O. Wood (secretary) (James W. Dougherty, alternate), Philco Corp.; Orville R. Bakeman, GE; Edward E. Benham, KTTV Los Angeles; Joseph L. Berryhill, KRON-TV San Francisco; Richard J. Farber, Hazeltine Corp.; Earl Floyd, Admiral Corp.; Raymond F. Guy, NBC; Thomas E. Howard, WBTV (TV) Charlotte, N. C.; Dorman D. Israel, Emerson Radio & Phonograph; Phillip B. Laeser, WTMJ-TV Milwaukee; Eugene E. Overmier, Sylvania Electric Prods.; James D. Parker (Ogden L. Prestholdt, alternate), CBS; Willard J. Purcell, WRGB (TV) Schenectady, N. Y.; Charles Sakoski Sr., WBRE-TV Wilkes-Barre, Pa.; Donald C. Shaw, WWLP (TV) Springfield, Mass.; Matthew Soja, Westinghouse Electric Corp.; Orrin W. Towner, WHAS-TV Louisville; Glenn G. Boundy, Storer Stations.

Panel 4—Propagation Data

Frank G. Kear (chairman), Kear and Kennedy; Stuart L. Bailey (vice-chairman), Jansky and Bailey; Clyde M. Hunt (secretary), WTOP-TV Washington, D. C.; Cecil S. Bidlack, National Assn. of Educational Broadcasters; Kenneth R. Cooke, WGBI-TV Scranton, Pa.; John Creutz, Page, Creutz, Steel & Waldschmitt; George C. Davis, George C. Davis; William S. Duttera, NBC; A. James Ebel, KOLN-TV Lincoln, Neb.; John A. Fergie, WRLP (TV) Greenfield, Mass.; George E. Hagerty, Westinghouse Broadcasting Co.; Howard T. Head, A. D. Ring & Assocs.; James C. McNary, James C. McNary; Clure H. Owen, ABC; Ogden L. Prestholdt (Alois T. Beck, alternate), CBS; Lucien E. Rawls, WSM-TV Nashville, Tenn.; Nevin L. Straub, WJAC-TV Johns-

Morley Barnard

Service separates the boys from the Minute Men

"WE NEARLY ALWAYS GET A COMMENT FROM THE NEW CUSTOMERS."

I'M ONE OF 4500 dealers who represent the Union Oil Company of California.

Minute Men, we call ourselves, because we feature service that's the last word for speed with thoroughness.

Regular customers take it for granted. But we nearly always get a comment from the new ones. Last week, for example, a man I'd never seen pulled up at my station here in Cedar Hills, Oregon.

In 4½ minutes we filled his tank with gasoline, checked his oil and tires, added clean water to his radiator and battery, washed his windows, brushed out his car, emptied the ashtrays and gave him his receipt.

MINUTE MAN
BATTERY
Service
SERVICE

"I've been in a lot of gas stations," he said, "but nothing like this ever happened."

I bragged a little: "Service is what separates the boys from us Minute Men."

"Aren't you ever tempted to take short cuts?" he asked.

I allowed as how we sometimes were. But there were two big reasons we didn't.

First, Union Oil. They spend thousands of dollars perfecting new service techniques, then teach them to us for nothing. We've learned it pays to keep our service up to the quality of Union Oil products. And they're the finest!

Second, ourselves. Every Union Oil dealer owns or leases his own station. This gives you the incentive to make every customer a satisfied one.

You know, I think he liked my answer almost as much as the service. Just the other day he stopped in for a credit card. "Go ahead," he said with a smile as we started our service routine. "Spoil me!"

* * * *

A UNION OIL STATION, customers tell us, is the only place where the service is certain to be good as the gasoline.

This is high praise of our dealers, because their gasoline is new Royal 76, the West's most powerful premium.

As long as our economy furnishes both the dealers and Union Oil the incentive to constantly do better the things we do well, this happy situation is likely to continue.

ROYAL TRITON

YOUR COMMENTS ARE INVITED. *Write: The Chairman of the Board, Union Oil Co., Union Oil Bldg., Los Angeles 17, Calif.*

Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL town, Pa.; Warren L. Braun, WSVA-TV Harrisonburg, Va.

Panel 5—Analysis and Theory

Robert M. Bowie (chairman), Sylvania Electric Prods.; William B. Lodge (vice-chairman) CBS; Benjamin F. Tyson (secretary), Sylvania Electric Prods.; Howard T. Head, A. D. Ring & Assocs.; Jack W. Herbstreit (Robert S. Kirby, alternate), National Bureau of Standards; Charles J. Hirsch, Hazeltine Corp.; Robert M. Morris (G. Edward Hamilton, alternate), ABC; Donald W. Peterson, RCA; Ogden L. Prestholdt (Edwin W. Davis, alternate) CBS; Joseph Spindler (Roger Norby, alternate), Zenith Radio Corp.; George R. Townsend, WWLP (TV) Springfield, Mass.; Ira J. Kaar (observer), Hoffman Electronics Corp.

DOUBLED AM SPOTS BY '60, EASTMAN SAYS

- **Tells Ohioans it's possible**
- **Partridge, Cox also heard**

SPOT radio billings can be doubled by 1960 to around $300 million, Ohio Radio & Tv Broadcasters Assn. members were told Friday by Robert E. Eastman, executive vice president of John Blair & Co. Mr. Eastman was one of several speakers at the meeting, held at the Biltmore Hotel, Dayton.

David Partridge, president of Broadcasters' Promotion Assn. and manager of advertising and sales promotion for Westinghouse Broadcasting Co., criticized an advertiser-agency practice of giving awards for winners of station promotion contests. BPA officially opposes such contests, he said.

Kenneth A. Cox, special counsel for the Senate Interstate & Foreign Commerce Committee, explained federal regulation. He said Congress has defined regulation in general terms, leaving enforcement to the FCC which applies rules from case to case.

Broadcasters should carry out their public service responsibilities so vigorously that there can be no occasion for any thought of government control, he said. He reviewed the committee's network study and effectiveness of programming. The Westinghouse public service programming clinic, held Feb. 27-March 1 in Boston [B•T, March 4], was "a definite step in the right direction," he said.

Spot radio's current billings can be doubled by 1960, Mr. Eastman said, by "constantly improving our programming product and doing a more effective sales job" to increase advertiser "appreciation of the sales effectiveness of evening, weekends and the daytime hours from 9 a.m. to 3 p.m." Nor is $300 million a "ceiling, by any means," he added.

Mr. Eastman devoted most of his speech to the radio station representative's "expanding role," pointing out that it now encompasses—among other things—programming counsel, research, assistance in developing rates; consultation on promotion, advertising and exploitation; and sales development, as well as the basic function of straight selling. He saw "a greater need than ever before for more of a partnership type of relationship between the station and the representative."

He said that networks, although competing with national spot for business, have "a valuable place," and asserted that "I have reason to believe that (they) will not only survive, but some of them may prosper far beyond anything realized in the past." He complimented both ABC Radio and CBS Radio for the daytime rate increases they announced recently, and asserted that in the past "too much network sales emphasis has been on price."

"There is room for both [national spot and networks], but each must prove his value to the advertiser on more than just price if the medium is ever to realize the share it deserves of the national advertising budget," he declared.

Mr. Eastman broke down the sources of Blair radio business as follows: From New York 60%; Chicago 16%; St. Louis 6%; Los Angeles 4%; San Francisco 4%; Detroit 3.5%; Dallas 2%; Boston 1.5%; Atlanta 1%, and all other markets 2%.

He advised broadcasters: "Don't be afraid to spend money toward the end of making more money. Believe in this medium and its future all the time.

Mr. Partridge said stations should discourage advertiser-agency practices of conducting contests among station promotion managers on the theme of "the best all-around job of audience promotion, exploitation or publicity" on their particular programs.

"Such contests," Mr. Partridge said, are "a not too subtle attempt to unduly influence a promotion manager to exert a little more effort, spend a little more of his precious budget, offer a little more lagniappe to one specific advertiser's program or campaign—if you will, a bribe for these extra efforts and expenditures."

He made clear he was opposed to this type of contest in particular, not to contests in general, pointing out that WBC has had contests running—within its own organization—"almost continuously for the past three years." But these, he explained, are run on an equitable basis and are designed to stimulate each participant to put forth his best efforts "in order that his station's improvement would be greater than that shown by any other WBC station."

Tv's Overall Reach Cited by TvB's Cash

EVERYBODY—regardless of income or educational level—wants television, Norman E. Cash, president of the Television Bureau of Advertising, told tv executives, advertisers and agency men at the Miami Beach screening of the bureau's "Beyond the Motion Barrier" last week.

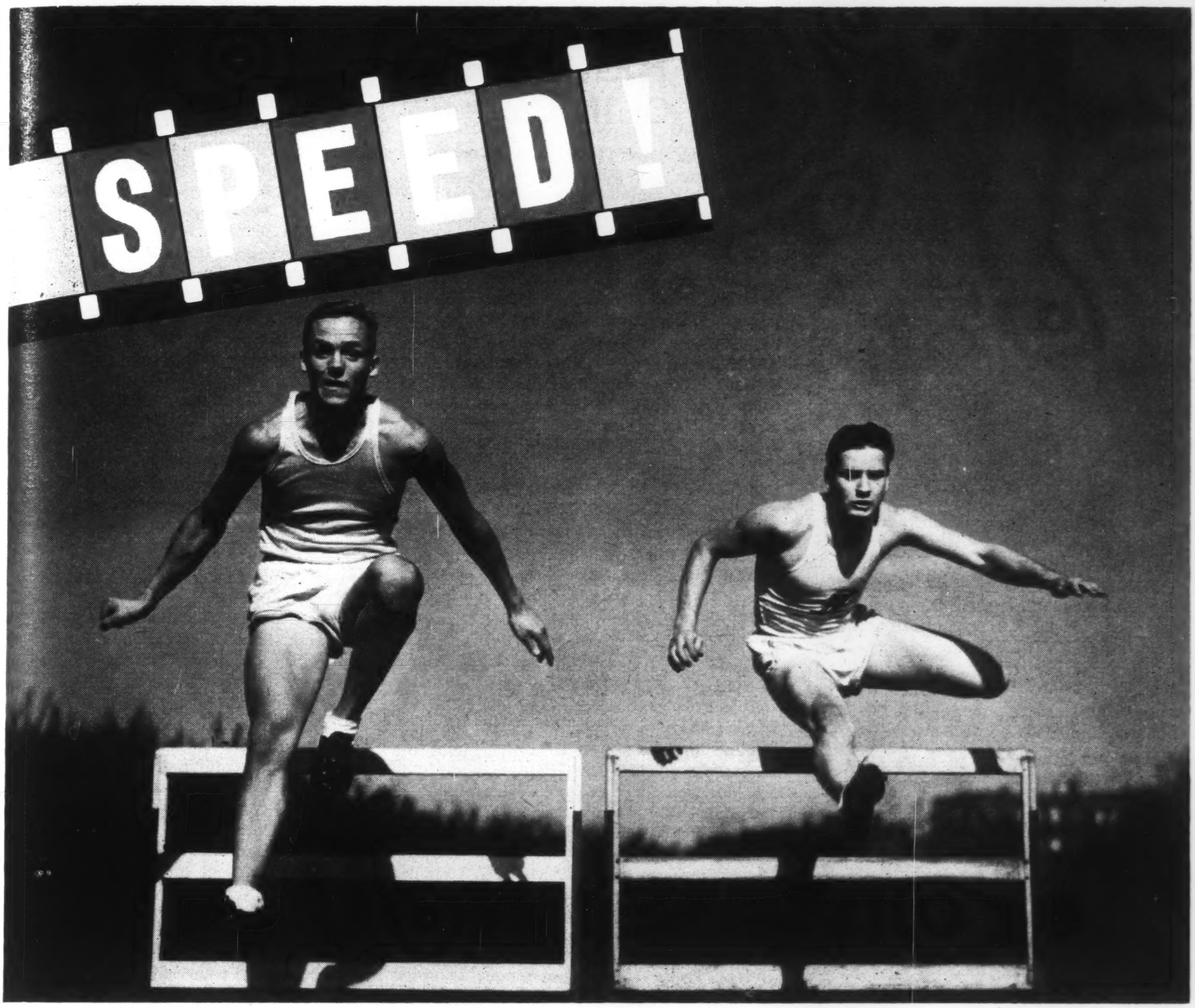
A study of 3,000 families conducted for TvB by Pulse Inc., he said, indicates families with a $4,000 to $5,000 annual income spend the same amount of time in front of their sets as families whose income is over $10,000. The amount of time spent with television by all households in the U. S. is three times the amount they spend with their newspapers, the study shows.

Mr. Cash said the same "universality" holds true with respect to the educational factor. Households in which the head is college trained put in seven hours viewing on an average day, he said, and those classified at the grade school level spend seven hours and ten minutes.

RETMA Names Two Groups

TWO new committees are in formation at Radio-Electronics-Tv Mfrs. Assn. to handle educational activity and closed-circuit tv activities. Ben Edelman, Western Electric Co., was named chairman of the educational coordinating committee, which will relate work of a number of RETMA groups. The closed-circuit tv committee, which will handle activities in that field, is under chairmanship of Max H. Kraus, Jerrold Electronics Corp., Philadelphia.

AFTER submitting to off-microphone interviews by Washington members of American Woman in Radio & Television, U. S. congresswomen closed ranks with their inquisitors. The dry-run interviews, conducted to demonstrate techniques to college radio-tv students, were a feature of the AWRT Washington chapter reception for congresswomen last fortnight. L to r: front row, Donna Douglas of WTOP-AM-FM-TV Washington, Rep. Coya Knutson (D-Minn.), AWRT chapter President Beryl Denzer, associate producer, CBS-TV Public Affairs; Rep. Iris Blitch (D-Ga.), Rep. Edith Green (D-Ore.) and Hazel Markel of NBC News; back row, Patty Cavin of WRC Washington, Esther Van Wagoner Tufty, NBC-TV *Home* show; Rep. Florence Dwyer (R- N. Y.), and veteran broadcaster Ruth Crane, who at the meeting was awarded the chapter's first honorary life membership "in recognition of her activities on behalf of women in radio and television." She is past national and local president of the women broadcasters.



Brilliantly caught in natural color on...

ANSCOCHROME 16 mm PNI

Speed and color incompatible? *Not* when you work with *Anscochrome 16mm PNI!* This *three times-faster* reversal color film has an exposure index of 32, easily pushed to 125 in processing!

With *Anscochrome 16mm PNI*, you "freeze" action once impossible to take. And, the especially long scale guarantees you superb color—from edge to edge—*without* blocked shadows or washed-out highlights.

Anscochrome 16mm PNI gets true, natural color in *one-third the light* demanded by traditional films . . . lets you use smaller lens openings for greater depth-of-field . . . makes slow motion easy to shoot even in poor light.

Daylight or Tungsten types for processing by consumer or local commercial labs. 100-ft. DLL spools, 400 ft. DRL lengths, or special lengths to order. *Anscochrome 16mm PNI* . . . another great film from ANSCO, A Division of General Aniline & Film Corporation, Binghamton, N. Y.

For crisper, color-perfect prints...Ansco Type 238 Color Duplicating Film.

Matches to the full all the true color of your original print. For crisp definition, cleaner whites, softer middle tones, open shadows, hi-fi sound. *Next* time . . . *every* time . . . *specify* Ansco Type 238 Color Duplicating Film.

Ansco . . . the finest compliment you can pay your skill

PROGRAM PROMOTION HIGHLIGHTS FOUR BMI TELEVISION CLINICS

BROADCAST MUSIC INC. last week opened a schedule of two-day television program clinics in New York, Fort Worth, Chicago and Atlanta at which station executives explored various phases of programming and exchanged ideas on the topic. A fifth clinic is to be held today (Monday) and tomorrow in San Francisco.

On the basis of registration for the clinics, BMI estimated more than 500 television station officials will have attended the sessions through this season. BMI conducts these meetings every few years when they are deemed desirable.

The New York clinic at the Hotel Biltmore, starting last Monday, opened with a talk on "Program and Station Promotion" by William Fay, vice president and general manager of WROC-TV Rochester. Mr. Fay stressed that every member of the station's staff should become involved in promoting the outlet through membership in civic, professional and religious organizations in the community so that both the general public and industry can become more intimately acquainted with the problems of station operation and the steps the station has taken to satisfy the needs of the various segments of the community.

Jean Daugherty, director of children's programs WHEN-TV Syracuse, N. Y., discussed "What Is Local Tv Doing For Children?" and used her station's programming philosophy as an example. She pointed out the station does not duplicate the service to children provided by networks, but supplies programming of a type the networks have not been supplying a local station. She said WHEN-TV attempts to telecast a "balanced schedule," with programs appealing to children of all age levels—to pre-schoolers; to a family audience; to teenagers and to parents. She stressed, however, that the programming never becomes specialized to the the point that would exclude viewing by a particular age group.

ASCAP Suit Explained

The background of the suit against BMI by a group of ASCAP songwriters and the recent congressional inquiry into the operations of BMI were outlined during a luncheon talk last Monday by Sidney M. Kaye, vice president and general counsel of BMI. Mr. Kaye indicated that the suit and the inquiry stemmed from the growing popularity of BMI songs and contended that the ASCAP charges were untrue.

Norman Knight, vice president of WNAC-TV Boston, discussed the topic of "Film and the Tv Station," and made the point that in the non-network areas of scheduling programs, films must be "the basic programming commodity for a successful station." He said that since tv is "basically entertainment," it follows that most film must be entertainment. Mr. Knight acknowledged that public affairs efforts are "important facets of programming" but cautioned that a station which stops entertaining viewers loses large segments of the audience for public affairs telecasts.

Peter B. Kenney, vice president and general manager of WNBC-TV West Hartford, Conn., urged station executives to be alert to a "top-heavy" production budget and offered several suggestions calculated to attain maximum production with minimum personnel and equipment. At WNBC-TV, he said, the station follows a policy of "flexibility" in personnel assignment, with a man drawn away from his basic job to function part-time as a floorman or as a director. He added that with the use of "imagination", a station manager can reduce the amount of video and audio equipment to be purchased. Mr. Kenney pointed out that props and scenic backdrops also can be expensive and suggested they be borrowed from such sources as local theatrical groups, museums, government agencies, travel agencies and other business and community organizations.

The topic of "Traffic Control" was discussed by S. John Schile, general manager of KLOR-TV Portland. He touched upon the need for station salesmen to include all specifications in the contract; for the production order to include all pertinent information and for the station representative order to cover all details of a purchase.

Haydn R. Evans, general manager, WBAY-TV Green Bay, Wisc., described the way his station achieves relatively low cost tv programming. The station's philosophy, he said, is that ideas, well produced at the local level, should cost considerably less than syndicated films and big-name personalities, and they can compete favorably. Among the live local shows cited by Mr. Evans as proving popular to the audience and to sponsors are: *Party Line,* news and commentary on community affairs presented in an informal manner; *Noon Show,* one hour variety-news-weather program with local personalities, a male style-show, a teen-ager program featuring a live orchestra. The station, Mr. Evans pointed out, stresses quality in daytime programming, an area in which the outlet can compete with daytime network tv.

Sam Cook Digges, general manager of WCBS-TV New York, urged tv station executives to perform a better selling job on their public service programming efforts to the public, press and government. He suggested, among other things, that outstanding citizens of the community, who think highly of the station's public service efforts be persuaded to tell their congressmen about them; an individual at the station entrusted with this area of programming be responsible for continuous contact with government, religious and community leaders, and station personnel be encouraged to serve public service organizations as volunteer workers, "not only on their own time, but also on station time."

At the Fort Worth clinic, which also opened last Monday, Phil Wygant, tv production supervisor of WBAP-TV Fort Worth, explored the topic of color television and some of its attendant problems. He reported that at WBAP-TV between 400 and 500 foot candles of light seems desirable for lighting for color, as compared with 100 and 200 foot candles for black and white. Mr. Wygant pointed out that more time is required in most departments to present a color show, with the set designer, the commercial artist and the lighting man spending about three times as long as for comparable black and white work, the engineer, about four times as long, and the program director, twice as long.

Other speakers at Fort Worth were Edward Breen, president and general manager, KQTV (TV) Ft. Dodge, Ia., on program and station promotion; Frank P. Fogarty, vice president and general manager, WOW-TV Omaha, on local tv news, weather, sports and special events; Ben Slack, assistant general manager, KTBC-TV Austin, tv pro-

SPEAKING to station executives gathered at New York's Hotel Biltmore for a two-day Broadcasting Music Inc. tv program clinic is William Fay (l), vice president and general manager of WROC-TV Rochester, N. Y. Standing behind him is George A. Koehler, station manager of WFIL-TV Philadelphia. Others in the picture are (l to r) Otto Brandt, vice president and general manager of KING-AM-TV Seattle; S. John Schile, general manager of KLOR (TV) Portland, Ore., and Jean Daugherty, director of children's programs for WHEN-TV Syracuse, N. Y. All three followed Mr. Fay as speakers at the clinic.

duction; James J. Killian, program manager WAAM-TV Baltimore, traffic control; Glover Delaney, vice president and general manager, WHEC-TV Rochester, film programming; John Q. Quigley, operations manager, KAKE-TV Wichita, public service programming, and Marshall Pengra, general manager, KLTV (TV) Tyler, Texas, local programming.

In Chicago, at the Sheraton-Blackstone, Ward L. Quaal, vice president and general manager of WGN-AM-TV that city, was in charge of Thursday morning sessions on program and promotion, station integration with the community and public service topics. Carl Haverlin, BMI president, presided over the two-day clinic and also was Thursday luncheon speaker, with Illinois Gov. William Stratton, addressing the Friday luncheon.

George Comte, manager of radio-tv for the *Miliwaukee Journal* stations (WTMJ-AM-TV), warned the program clinic that "instruments of communication are worthless unless the public tunes in" and that "when people aren't watching and aren't listening, we aren't being of public service." He reported on policy at his stations whereby public service is integrated in all phases of commercial operation and programming.

"We must offer public service material the public desires or at least that the public will accept," he asserted, citing various fields of activity. He indicated the practice of placing public service fare in sustaining time periods does not itself assure it will meet the standards of public interest.

Mr. Comte claimed that with pre-audience building and established personalities, public service messages can be integrated in regular programs "to advantage." He noted that talks for fund-raising and other drives brought greater results when shortened from separate 15 minute segments to five-minute interviews within commercial shows claiming good listener or viewer loyalty. WTMJ-AM-TV handles all major-fund campaigns in such fashion, he reported.

William Fay, vice president of Transcontinent Television Corp. and general manager of WROC Rochester, N. Y., reported on his proposed national citizens council to advise broadcasters. He urged midwest tv operators to compile evidence of promotion projects related to public service and pass them along to the FCC and to meet regularly with clergymen, educators, lawyers, parent teacher organizations and other groups.

The contention that the "true magic of television" is not realized in routine network or film fare but in station-community integration through local news, weather, sports and special events was held by Otto Brandt, vice president and general manager of KING-AM-TV Seattle. He reported on activities in those fields.

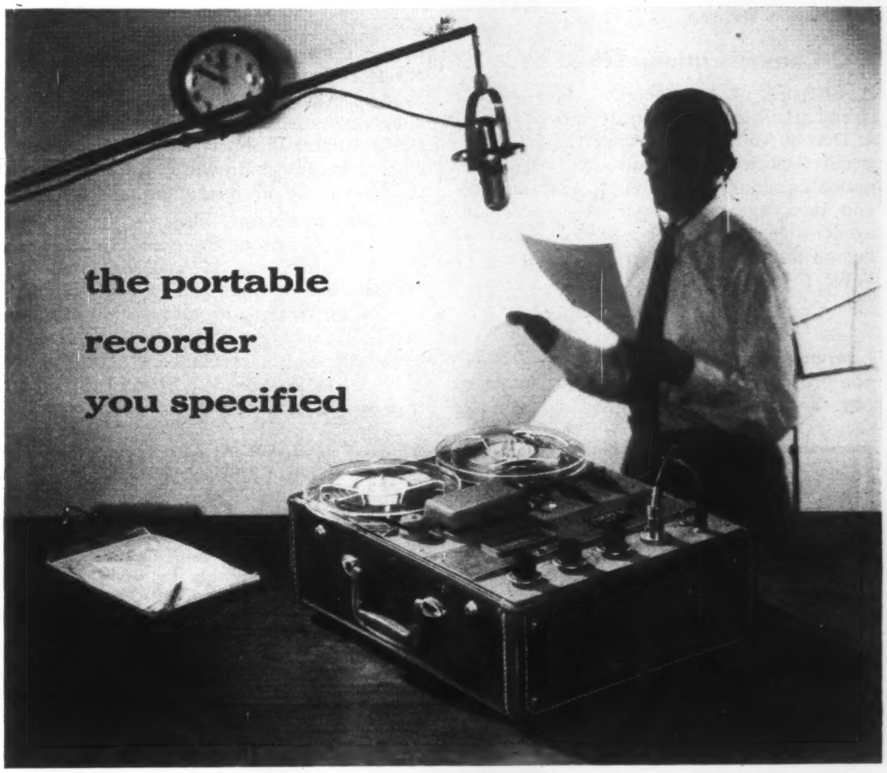
Gov. Stratton told BMI delegates: "You have made us sharpen our government skills and shorten our speeches" and credited the tv industry with stimulating public desire for briefer oratory.

He lauded radio-tv as helping to achieve a major reapportionment of legislative districts in Illinois and observed, "we in government appreciate it because it was a very important change." Gov. Stratton also lauded Mr. Haverlin for his contributions to the State of Illinois' historical library. Harold Safford, WLS Chicago, served as official greeter for the governor.

In Chicago last Friday, Carl Fox, co-manager, KYTV (TV) Springfield, Mo., spoke on "Behind the Scenes in Your Studio" and traced the development of the station's production staff over the past four years in a geographical area with untrained personnel. He related that the station trained young people interested in such work and absorbed many into the station's operation, with each member equipped to perform a multiplicity of production functions. Mr. Fox said the station tries to make its sets "real" by using actual shrubbery, flowers, a mail box, a locker room for the sportscaster etc. He also said the station has made effective use of various techniques, such as rear screen projection, mirrors and various camera angles.

Barry Gray Show Syndicated

NATIONAL syndication of the *Barry Gray Show*, a celebrity interview program currently seven nights a week on WMCA New York, has been announced by Sandy Howard Productions, New York. The Howard organization will handle both recording, packaging and sales of the show, featuring Mr. Gray, a columnist for *The New York Post*.



the new AMPEX 601

The new 601 combines all the superb performance characteristics of the famed Ampex 600 plus these new professional features designed to fit your professional recording needs exactly:

New Low Impedance Output...600 ohms, 1.23 volts. Balanced or unbalanced (from tapes recorded at program level).

New Low Impedance Input... accommodates high or low impedance microphone. Low impedance microphone secured by accessory plug-in transformer.

New Instantaneous Starting... accelerates to full play mode in less than one-fifth of a second.

New Illuminated Record Safety Button
... positive protection against accidental erasure.

New Saddle Tan Case..rugged Samsonite in handsome new color for easy portability anywhere.

The 601 works full time inside the studio and on location outside. It's a rugged, versatile machine that completely fills all these professional needs: studio recording, network delay, outside recording, editing, dubbing and broadcast playback. And because an Ampex continues to perform within original specifications year after year, the price you pay buys both the finest performance available and the most hours of service per dollar.

AMPEX
CORPORATION

SIGNATURE OF PERFECTION IN SOUND

934 Charter Street, Redwood City, California

Derel Buys 'Crime Club' Novels Plans Mystery Series Package

RIGHTS to 1,500 novels in the "Crime Club" series have been acquired from Doubleday & Co., by Derel Producing Assoc., which now is talking with prospective stars for a packaged mystery series for tv. The Crime Club imprint, running since 1928, has appeared on thrillers by such authors as Georges Simenon and the Gordons.

The contract with Doubleday was negotiated by Derel Executive Producer Gene Feldman for an unrevealed price. Mr. Derel's last package, *Exclusive*, a half-hour dramatic series based on great newspaper stories by members of the Overseas Press Club, is to be distributed by ABC Film Syndication Division.

C-C Demonstrations Scheduled

A SERIES of large-screen, color closed-circuit television demonstrations will be held in Detroit March 13, 14, and 15 by Closed-circuit Telecasting Systems Inc., largely for nation's major automobile manufacturers and their agencies. Other advertisers and agencies in area will be invited to attend demonstrations to be held at studios of WWJ-TV Detroit.

PROGRAM SERVICE PEOPLE

Lawrence Conti, western manager of BMI's non-broadcast license department, father of boy, William Lawrence, Feb. 20.

WNBF-AM-FM-TV File For NABET Damages

A SUIT seeking $100,000 in damages was brought against the National Assn. of Broadcast Employes & Technicans (NABET) last week by Triangle Publications Inc., Philadelphia. The complaint filed in New York State Supreme Court by Triangle, on behalf of its owned and operated WNBF-AM-FM-TV Binghamton, charges Local 26 and NABET with conducting a secondary boycott against stations "as well as with threats, interference and numerous other acts calculated to impair the business of sponsors and to destroy the goodwill of the stations." The stations, which have been struck since last December 1, also asked the court to enjoin the union from "further such acts."

Specifically cited in the complaint were NABET President George Smith, Local 26 resident Arthur M. Ferrare, as well as the following unidentified individuals: James Ennis, Robert Vosbury, James Sturges, Peter Capani Jr., James Brown, Earl Castine, Cecil Giunipero and Bernard Comisar.

In the complaint, filed by the stations' attorneys, Harrison, Coughlin, Dermody & Ingalls, both Local 26 and the union are charged, among other things, with "circulating an 'unfair list' of station sponsors, monopolizing sponsors' telephone lines, disseminating untrue and scurrilous reports of the controversy between WNBF and the union, threatening sponsors with destruction of their businesses and, in general, seeking to damage the business of the stations and their clients."

In Chicago George W. Smith, NABET international president, accused management of WNBF-AM-TV of "attempting to make use of union-busting tactics that went out of vogue years ago." Mr. Smith asserted that "this imperialistic approach of management has prevented any reasonable settlement of the dispute."

The NABET president noted that the union placed the case before the New York State Labor Relations Board earlier this year and charged that station management refused to meet in the same building with the state mediator and union negotiators.

WGA Contract for Newsmen Approved by CBS, WOR New York

WRITERS Guild of America East announced last week that an agreement has been reached on new contracts covering eight news editors at CBS and nine staff news writers at WOR New York. Both contracts are for approximately one year, running to March 31, 1958, when 12 staff and freelance bargaining agreements held by the Guild expire.

The minimum salary for CBS editors has been set at $208 per week, with overtime beyond 40 hours per week and night differentials. The WOR contract, said to be the first covering staff newsmen, provides for a base minimum of $135 per week and a top of $170 per week after three years. Spokesmen for CBS and WOR confirmed the contract details.

AFTRA Chicago Accord Near

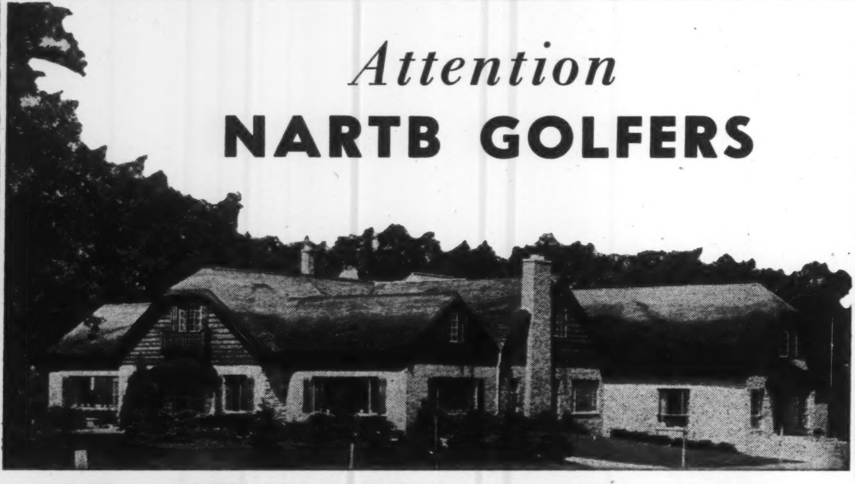
AMERICAN Federation of Television & Radio Artists was near agreement Thursday with all Chicago independent radio stations on new local contracts. The union was understood to have agreed to compromise on pay increases for staff announcers at WAAF, WAIT, WCFL, WIND, WGES, WHFC, WJJD and WSBC. Another feature is the extension of pension and welfare benefits to freelance announcers.

ASCAP Pays Over $4 Million

ASCAP distribution to writer members was $4,770,020 in third quarter of 1956, and $4,838,285 in fourth quarter, Saul H. Bourne, treasurer, reported a fortnight ago at dinner meeting of west coast ASCAP members at Beverly Hills Hotel. Total for the year was not disclosed, but was estimated at over $18 million. Mr. Bourne also reported that increased income from foreign rights, which produced total revenue of $2,706,834 last year, against $2,036,211 in 1955.

Writers to Meet March 21

IMPENDING negotiations on re-opening of the live tv contract and reports on recently negotiated contracts will highlight the membership meeting of the television and radio writers branches of the Writers Guild of America East March 21 in New York. Proposed changes in dues structure also will be on agenda.



Attention
NARTB GOLFERS

B•T's annual Blind Bogey Golf Tournament will be held Sunday, April 7, at the 27-hole Midwest Country Club (above), Hinsdale, Ill. Over 20 prizes, including B•T's silver trophies for low gross and low net, will be awarded. Tee-off time is 9:30.

MAIL THIS RESERVATION TODAY, TO:
BROADCASTING • TELECASTING 1735 DeSales St., N.W., Wash., D. C.

Name ....
Address ....
Firm ....
I will want a ride to the club ☐

April 7 ***Tee-off time: 9:30 a.m.***

ANACONDA... *more than copper*

CADMIUM

plays a hero's role in Television

Where things made of iron and steel must fight off rust and corrosion, you'll find tiny amounts of cadmium playing a man-sized part. A few ten-thousandths of an inch of cadmium plating is often adequate to guard the chassis of a TV set.

Cadmium plating adds years of useful life, too, to components of other appliances and machines, to hardware used outdoors . . .

Manufacturers like cadmium because it's often cheaper and faster to plate with than other metals and because it solders easily. There are other reasons why this friendly metal is in big demand. Cadmium alloys make superior high-speed bearings for cars, boats, planes. It's the base of the finest pigments of yellow, red, and orange for use in paints and ceramics.

Cadmium is found in ores mined chiefly for zinc and lead, and Anaconda is a leading producer of these major metals. Because of this, and because of skills developed by Anaconda in extracting it, Anaconda is also a leading source of cadmium. Of the 9.5 million pounds refined in the United States in 1955, Anaconda produced 17%.

In fact, Anaconda offers industry the world's most extensive line of metals and metal products in the whole non-ferrous field. Anaconda and its manufacturing subsidiaries are leaders, too, in helping industry find ways to use these products with greater efficiency and profit. 56386A

The ANACONDA Company

The American Brass Company
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International Smelting and Refining Company

PERSONNEL RELATIONS

Musicians, Other Unions Accused Of 'Monopoly Power' in Booklet

AMERICAN Federation of Musicians has been accused along with several other unions, if exercising "monopoly power" in a booklet based on a year-long study of unions by a group of 11 labor-management specialists. The study group was organized at the suggestion of National Assn. of Mfrs., but NAM noted that "the research and deliberations were conducted and the report written on study group's own independent authority."

The booklet referred to a 1943 U. S. government suit against AFM—which alleged Federation violated anti-trust laws by forbidding musicians to make phonograph records and electrical transcriptions for radio stations and juke box operators—and also imposed requirement on radio networks to "boycott affiliated stations refusing to meet the union's demands for the hiring of 'standby' musicians." AFM also was cited in booklet for its policy in 1942 of banning phonograph records and electrical transcriptions.

The study group found that "phonograph records practically disappeared for three years until union terms for their use were met." Theatrical unions as a group were said to exert power through the practice of "featherbedding." The study group recommended seven proposals to curb "monopoly power" of union, among which was the elimination of "featherbedding."

L.A. CBS Workers Petition NLRB

OFFICE employes of CBS Radio and CBS-TV in Hollywood have petitioned the National Labor Relations Board for an election to determine whether the group should continue to be represented by Office Employes International Union or drop union membership. More than 30% signing the petition favor the latter course. These employes want, one representative said, an employe-management type representation similar to that in force at CBS-New York, where the pay scale "has overshadowed CBS-L.A. by a wide difference." The plan was set up, he explained, in 1950 when New York workers voted out their office union.

MANUFACTURING

Radical Tv Set Design Changes Predicted At L. A. Convention

WITH the development of the 110-degree tube and the possibility of the fiat or wall tv screen, television sets of "great beauty and utility" were predicted for the near future at the 1957 Industrial Designers' Institute Convention in Los Angeles.

Discussing "New Horizons for Television Designers," a panel of eight designers agreed that approaching technological advances will bring "radical design changes" to tv sets.

The panel concluded that designers and manufacturers should not sell their products now as "the ultimate of beauty and utility," but rather wait for further technological, material and design advances. Today's tv sets cannot truthfully be tabbed with such epithets, they agreed.

Members of the panel at the convention, held last month, were design directors Dan Jensen of Philco, Jim Fleming of Telecron, Herb Zeller of Motorola, John Vassos of RCA, Joe Portanova of Hoffman and Jim Kelso of Packard-Bell, who served as moderator. Others were George Beck, for many years design director of General Electric equipment, and John Hauser, an industrial design consultant.

General Precision Laboratory Signs Air Force Contracts

TWO CONTRACTS totaling over $4 million have been awarded by the Air Materiel Command, Wright-Patterson Air Force Base, Dayton, Ohio, to General Precision Laboratory Inc., Pleasantville, N. Y., a subsidiary of General Precision Equipment Corp.

The contracts are for manufacture of electronic control amplifiers and research and development work on advanced airborne navigation systems. The new production contract for the control amplifiers is the second received by the company for the units, a component of GPL's AN/APN-89 Doppler navigation system.

Koch Promoted at Dumont

FINALIZING equipment order for increased facilities of WORA-TV Mayaguez, Puerto Rico, including a 25 kw Standard Electronics Amplifier for station's power boost, are (l to r) Wayne Marcy of Visual Electronics and Alfredo R. de Arellano of Supreme Bcstg. Co. Inc. of Puerto Rico.

STANLEY J. KOCH, director of the Allen B. Dumont Labs Tube Research Division, has been named general manager of the Tube Divisions, Dumont President David T. Schultz announced last week. The appointment was part of an overall realignment of the firm's tube operations. The Cathode-Ray Tube Div. will become the Television Tube Div., while Tube Research Div. will become the Industrial Tube Div. Succeeding Mr. Koch in the latter will be Joseph P. Gordon, former assistant director. Television Tube Div. will continue to be headed by Alfred Y. Bentley.

Md. Firm Ups New Business 500%

NEMS-CLARKE, Silver Spring, Md., has booked new business totaling $1,200,000 in the first eight weeks of 1957, an increase of some 500% over the same period last year.

A. S. Clarke, president of the electronics firm, said his company recently received orders in excess of a half million dollars from the Civil Aeronautics Administration for electronic instrumentation for the government agency's peripheral and high altitude air ground communications program.

MANUFACTURING PEOPLE

Jack A. Amsterdam, supervisor of sales promotion, American Electronics Inc., L. A., and **Ed Kinney** named advertising-sales promotion manager and chief engineer, respectively.

R. A. Moe, manager of systems engineering operations on west coast, Government Service Dept., RCA Service Co., to manager of west coast facilities, systems engineering operations.

Francis E. Abt, manager of order administration, Allan B. DuMont Labs, to sales coordinator for tv sets, high-fidelity radio and phonograph equipment in sales division.

MANUFACTURING SHORTS

Sylvania Electric Products, Inc. has declared dividend of 50 cents per share on common stock, payable April 1, 1957, to stockholders of record at close of business March 11. In addition, directors declared regular quarterly dividend of $1 per share on $4 cumulative preferred stock, payable April 1 to stockholders of record March 11.

Raytheon Mfg. Co., Waltham, Mass., announces that construction has begun on its 42,000-square foot electronics laboratory in Santa Barbara, Calif. New structure expected to be completed by mid-June and will house about 200 employes of company's government equipment division.

Bell & Howell Co. announces new turret camera (Model 252TA) combining three-lens feature with Sun Dial operation. Equipped with 10mm Super Comett f/1.9 lens, Monterey model is claimed to possess easy spool-loading, long 10-ft. film run, single frame exposure when needed and continuous run-lock. Suggested list price is $99.95.

Audio Devices Inc., Chicago, moves to 5428 Milwaukee Ave. Telephone: Newcastle 1-9580.

Cornell-Dubilier Electric Corp., South Plainfield, N. J., announces production of new ultra-high voltage energy-storage capacitors, designed specifically for DC filtering and DC storage for high-energy-discharge circuits.

Educator Says Tv Bad For Teacher, Student

TELEVISION constitutes a "real and present menace to the freedom of the teacher and the learner" and the tv screen "can become the final triumph of the machine over man," an educator warned last week.

Earl C. Kelley, professor of secondary education at Wayne State U., painted the "prospect of all human relationships being eliminated by the use of television" at the 12th annual National Conference on Higher Education in Chicago's Congress Hotel.

Tv can do "a great deal of good or evil as it raises or lowers the cultural level of the people as they voluntarily watch it in their homes" but is "not good" as a substitute for the teacher, Mr. Kelley asserted.

Use of tv as a visual aid, means of two-way communication and as an economical teaching device was questioned by Mr. Kelley. The case for education by television was pursued by Dr. John W. Taylor, executive director of Chicago Educational Television Assn. (WTTW), who claimed it might help solve three basic problems—physical facilities, manpower and quality of instruction.

Neither speaker at Monday's panel session on suitability of mass techniques discussed the merits of educational television as such, limiting their views to the utilization of tv as a teaching medium.

Television cannot be used as a visual aid, Mr. Kelley claimed, "because it has to be broadcast, and the time of its use is determined by the broadcaster, not the teacher." He said further that tv cannot provide for two-way communication because language is "an uncertain means of conveying ideas from one to another" and the learner should be able to ask questions, "to correct or verify what he hears." Care should be taken to "increase" this technique "rather than eliminating it," he felt.

Mr. Kelley held that, while tv is defended as an "economical" teaching device, "nobody knows whether or not this is so" and tests and evaluations would be needed for learners. Even so, he added, "we might need as many teachers as we now have" and they would be reduced to "custodians and paper readers."

Mr. Kelley observed that "America is not so poor that she cannot provide a teacher for each class of 25 students." He declared that "to go to mass media in education for reasons of economy is to encourage our country in its false economy."

The educator described the teacher-learning process as a "human affair" and a relationship which is "one of the few last bastions for individualism."

Dr. Taylor cited need for educators to increase the productivity of available teaching staffs, "both in quantity and quality of teaching," and felt tv can help do the job. "Television offers the means of multiplying the audience of the teacher in lecture and demonstration work" and for materially lessening school building needs and classroom space, he said.

Supporting his theory that televised education is effective, Dr. Taylor reported on results of Chicago City Junior College courses on WTTW last semester [B•T, March 4].

"I owe my success to advertising over

KGVO

Missoula, Montana"

C.B.S. **5,000 watts**

Puerto Rican Educational Tv Schedules Target Date for May

PUERTO RICO'S first non-commercial educational tv station—WIPR-TV San Juan—expects to have its building in the city's Rio Piedras section completed by May, it was announced last week.

The government-sponsored facility reported that its goal is to provide complete school courses from the elementary level through college. Initial courses, however, will deal with immediate practical needs, to give technical training to potential factory workers. Entertainment and variety programs from the U. S. also figure in plans for the 4:30 p.m.-10:30 p.m. schedule.

The Commonwealth Department of Education is spending $882,000 for the station, and an additional $200,000 has been appropriated for operation during the fiscal year, Future operating costs are budgeted at $343,000 yearly.

Leopoldo S. Lavandero, recently resigned as director of the Yale Dramatic Assn. and assistant professor of the Yale Drama School, New Haven, Conn., has been appointed director of Puerto Rico's educational tv program. This encompasses another station proposed by the government on ch. 3 in Mayaguez. With WIPR-TV covering two-thirds of the island, another outlet in Mayaguez would provide all-island coverage for the educational system. Commercial interests also have applied for the Mayaguez facility.

A recent estimate forecasts tv set ownership in Puerto Rico at 315,000 sets by 1961, or three for every four families. Since tv was introduced there two-and-a-half years ago, 130,000 sets have been imported.

WKNO-TV Finances Depleted, Wants Appropriation from City

WKNO-TV Memphis, Tenn., non-commercial education station which went on the air last June, cannot last this month unless it gets funds to go on, station officials have told the Memphis City Commission.

Community and station spokesmen appeared before the commission last fortnight to back up the city Board of Education's

POTENTIAL

There are all kinds, but if you want to buy **proven audience potential** in Southern California, here's the story . . .

KTTV is pleased to announce the **exclusive coverage** of the weekend and holiday baseball games of the Hollywood Stars.

Three alert sponsors have already purchased the games . . .

Count 'em . . .
Dutch Masters Cigars
The Squirt Company
Wilshire Oldsmobile

Still in the line-up and waiting for your sponsorship . . .
"Dugout Dope"
"The Big Playback"
"Extra Inning"

These three 15-minute bonus babies are guaranteed to deliver consistent, top-rated performance all season long.

Check your Southern California line-up. Season tickets to bigger sales with these shows are available through your friendly Blair man . . .

KTTV
Los Angeles Times-MGM Television
Represented nationally by **BLAIR-TV**

EDUCATION

request for $95,000 to operate the ch. 10 facility. After the hearing, commission spokesmen indicated a favorable attitude to the request but stated that the proposed WKNO-TV appropriation would have to be considered along with the complete school budget.

WKNO-TV until now has been financed by public and institutional donations, including sizeable gifts from the three commercial television stations in Memphis.

Educators Vote to Test Toll Tv, Oppose Losing Reserved Channels

TOLL TV should be explored by the National Educational Assn. to determine if it offers a potential educational medium, the Dept. of Audio-Visual Instruction of NEA resolved Tuesday during its convention in Washington. The resolution adopted by the 1,500 delegates specified that DAVI itself was taking no official stand either for or against fee tv but felt the group should "underline the importance of experimentation to test its effectivness." The resolution was adopted by a 2-1 vote.

DAVI adopted a resolution calling for participation in public hearings on allocation of educational tv channels. The group felt it should show its support of "the great need to retain all channels that have already been allocated for development by nonprofit educational organizations." The vote was unanimous.

The four-day convention reviewed problems of visual-audio teaching, with several speakers voicing concern lest tv teaching take jobs away from teachers.

Robert DeKieffer, director of audio-visual instruction, U. of Colorado, was elected DAVI president, succeeding L. C. Larson, audio-visual director, Indiana U.

EDUCATION PEOPLE

Dr. David R. Mackey, Pennsylvania State U., has been named chairman of Boston U. division of communications arts. He is in charge of instructional and research programs in radio, tv, motion pictures and audio-visual aids.

Milton Lewis, WTTV (TV) Indianapolis, to Patricia Stevens Finishing School, same city, teaching staff as director of tv department.

PROFESSIONAL SERVICES

Barton Joins Brokerage Group

MR. BARTON

JACK BARTON, until recently manager of station relations for NARTB, has joined the newly established broadcast station brokerage firm of Hamilton, Stubblefield, Twinning Associates [B•T, Feb. 18] effective March 15.

Mr. Barton will be in charge of the firm's offices in the Healey Bldg., Atlanta, Ga., as southeastern representative. Headquarters of the new firm is Washington.

MILESTONES

► FRANK EDWARDS, news commentator wth WTTV (TV) Indianapolis, Ind., marked his 33rd year in broadcasting last month.

► CFRB Toronto, Ont., celebrated 30th anniversary Feb. 19.

► KCRC Enid, Okla., completed 29th year on air Feb. 26.

► WILLIAM F. MALO, commercial manager, WDRC Hartford, Conn., marking 27th year with WDRC.

► M. J. MINOR, chief engineer, WBT Charlotte, N. C., completed 25 years service with station.

► ART GILMORE, announcer on the Red Skelton, George Gobel, and *Climax* programs, began his 24th year in broadcasting.

► A. & F. FILM CORP., Montreal, Que., marks 20th anniversary.

► RAY WALTON, WIBG Philadelphia personality, celebrating 19th year in radio, 14th with WIBG.

► FRANK GOSS, KNX-CBS Los Angeles newscaster, began 17th year of broadcasting.

AWARDS

WFIL-AM-TV Takes Field Award For 'Studio Schoolhouse' Show

WFIL and WFIL-TV Philadelphia took the single Marshall Field Award given a communications outlet in the U. S. for outstanding contribution to the welfare of children.

The award, a $2,000 honorarium and inscribed scroll honors the stations' *Studio Schoolhouse,* designed for classroom use. The 10 weekly quarter-hour programs are regularly used in 2,700 classrooms by approximately 450,000 students each week, according to the Philadelphia Board of Education. The stations distribute teacher manuals to accompany the program, which is in its 14th year on radio and its ninth on tv.

Roger W. Clipp, vice president-general manager of the radio-tv division of Triangle Publications, accepted the award. The honorarium will be used to establish one or more scholarships, he said.

Margaret Scoggin of New York City won a similar Marshall Field Award for her *Young Book Reviewers* heard weekly over WMCA New York and the school educational station WNYE (FM).

ELMA PHILLIPSON (l), executive secretary of the Marshall Field Awards Foundation, presents the only award made this year to a communications medium to Roger W. Clipp, vice president-general manager of the radio-tv division of Triangle Publications.

Hollywood Foreign Press Assn. Selects Top American Tv Shows

FIVE tv programs were given Golden Globe awards Feb. 28 at the annual banquet of the Hollywood Foreign Press Assn. The organization of Hollywood correspondents from abroad each year makes its selections in the motion picture and tv fields. The tv award winners, selected as models from the United States for producers in foreign lands where tv is less well developed, were chosen for their formats and not because of the performances of their stars.

Award for the best American Western tv program went to *Cheyenne* on ABC-TV. That network's *Mickey Mouse Club* was chosen as the best American children's program. Best evening theatre on U. S. tele-

Standard Super Sound Effects Are a Must—

If you want your commercial "spots" to command attention. Special "Best sellers" – 25 of our most popular discs—available at package price.

Free catalog and "cue teasers" (spots cued to sound effects) sent on request.

STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

Also send for details on the new Lawrence Welk Library Package; and Sound Effects Library; and Standard Shorty Tunes.

vision was *Playhouse 90* on CBS-TV; best daytime theatre is *Matinee Theatre* on NBC-TV, and best audience participation show is *This Is Your Life*, also NBC-TV, according to the HFPA. The video awards were presented by George Gobel.

Bernstein Gets Radio-Tv Award

TED BERNSTEIN Assoc. received the outstanding radio-tv advertising award of the League of Advertising Agencies at its awards dinner March 1 at the Plaza Hotel in New York. The Bernstein entry was an ABC-TV campaign on behalf of Frostex moth killer for Moth-Gas Inc. Script and story boards were by Ted Kaufmann, and the film was produced by Alexander Film Co. of Colorado Springs.

Mass. UP Plans Radio Awards

ESTABLISHMENT of the Tom Phillips Awards to be presented each year for the best radio news stories broadcast by Massachusetts radio and television stations was announced last week by the United Press Broadcasters Assn. of Massachusetts. The awards will honor Tom Phillips, veteran news director of WNEB Worcester, who died of a heart attack last Fall.

AWARD SHORTS

NBC commended by Chicago Federated Advertising Club for selecting WNBQ (TV) there as origination point for hour-long telecast, *Club 60*. Network cited for showing "advances in color television techniques" developed at WNBQ.

WDOS Oneonta, N. Y., cited by Binghamton District Office of Social Security in recognition of its assistance in publicizing provisions of Social Security law. WDOS makes time available weekly for Social Security office to present series of programs.

WHBQ-TV Memphis, Tenn., awarded certificate for "best locally-produced commercial program" by Adv. Club of Memphis for five-minute shoe fashion show.

John Sanford Wise, account executive, KRUX Phoenix, Ariz., received Distinguished Salesman's Award from Phoenix Sales Executives Club.

"KRIZ Phoenix suggested a vacation at the Grand Canyon, but I decided I wanted a change."

WBCM Bay City, Mich., received "Citation of Merit" from Muscular Dystrophy Assoc. Station also awarded annual Junior Chamber of Commerce Appreciation award.

Rev. Patrick C. Peyton, Albany, N. Y., received special American Legion award for his broadcast theme, "The Family That Prays Together Stays Together."

James M. LeGate, manager WCKT (TV) Miami, awarded silver medallion by National Conference of Christians and Jews for "service to the cause of brotherhood." Mr. LeGate also cited by Fla. Region of Conference for his three years of service as chairman of the board for that region.

WWVA Wheeling, W. Va., received four first place awards from Wheeling Adv. Club. Locally produced evening news show, hour long anniversary show, trade paper ad, and promotion brochure won awards.

WDLA Walton, N. Y., commended by U. S. Dept. of Health, Welfare and Education for its series in cooperation with Social Security Administration.

George Putman, KTTV (TV) Los Angeles newscaster, honored by L. A. alumnae of Phi Sigma Sigma national sorority, for his "outstanding service" to American Heart Assn.

Jack Jackson, KCMO Kansas City, Mo., farm director, cited by Mo. Conservation Commission for service in "public education of wildlife and forestry conservation with farmers."

Reidsville, N. C., received first annual Jefferson Standard Broadcasting Trophy, presented to city in North or South Carolina for outstanding campaign in annual United Fund drive. Jefferson Standard Broadcasting Co. operates WBT and WBTV (TV) in Charlotte, N. C., and WBTW (TV) in Florence, S. C.

Alan Lipscott, 63, NBC comedy writer, honored as "the world's oldest living comedy writer" at testimonial dinner given by group of 70 writers, producers, directors and actors. Dinner was televised on *Tonight*.

WNDU-TV South Bend, Ind., cited by U. S. Army Recruiting Service "in recognition of outstanding services" by aiding effort to secure enlistments for Regular Army.

Ted Mack, emcee of *Ted Mack and the Original Amateur Hour,* cited by L. A. City Council for "bringing opportunities to hundreds to present their talents to a national audience."

Bob Wills musical personality on KVOO Tulsa, Okla., honored for 23 years with station.

Bill Pierce Is Your BEST BUY In The SCRANTON MARKET

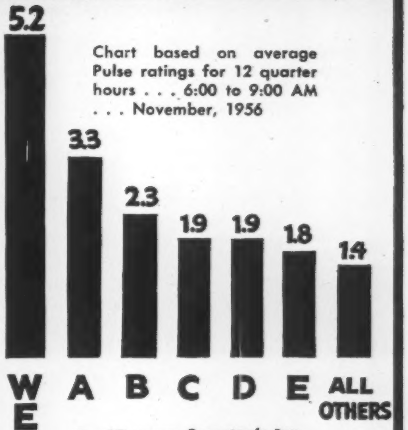

Chart based on average Pulse ratings for 12 quarter hours . . . 6:00 to 9:00 AM . . . November, 1956

For 27 years, Scranton's top salesman, Bill Pierce dominates the audience in eight Pennsylvania counties served by WEJL.

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for April

BMI's series of program continuities spotlights the important events on the American scene. April's release features five complete half-hour shows—smooth, well-written scripts ready for immediate use.

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April 1, 1957

"STRICTLY ABOUT THE BIRDS"
(Bird Day)
April 13, 1957

"EASTER IS FOR ALL OF US"
(Easter Sunday)
April 21, 1957

"TEXAS WINS ITS STAR"
(Battle of San Jacinto—1836)
April 21, 1957

"FATHER OF THE WIRELESS"
Guglielmo Marconi
Born: April 25, 1874

"Milestones" is available for commercial sponsorship—see your local stations for details.

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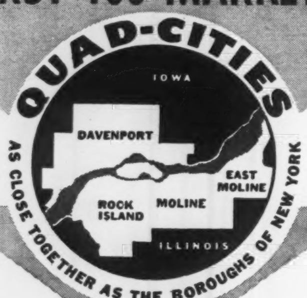

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Critiques on BBM Study Being Held in 3 Cities

TO GIVE broadcasters and agency executives a chance to criticize the new time period audience survey of the Bureau of Broadcast Measurement, Toronto, Ont., the organization is having meetings during March at Toronto, Montreal and Quebec City.

The Toronto and Montreal meetings are being held before the annual meeting of the organization at Quebec City in conjunction with the convention of the Canadian Association of Radio & Television Broadcasters. The Toronto meeting was held March 6 at the King Edward Hotel. The Montreal meeting at the Sheraton Mount Royal Hotel is scheduled March 22; and the Quebec meeting at the Chateau Frontenac Hotel March 24.

In addition to reviewing techniques and suggestions for improving the surveys, the BBM executives will outline scope and technique of the second time period audience survey to be taken this spring.

Canadian Economic Research Associates, Toronto, has been appointed to act as management consultant and to assume the administrative responsibilities of BBM. This move was announced by Executive Secretary Charles Follett in connection with plans of BBM Research and Development Director Clyde McDonald to resign and join another firm in the near future. Mr. McDonald, who set up the present time period audience survey method, has been with BBM for about two years. Canadian Economic Research Assoc. is now making an analysis of the activities, policies and objectives of BBM for the BBM board of directors, made up of advertisers, advertising agency executives and broadcasters. The analysis is not interfering with the BBM operation and its proposed spring survey, Mr. Follett explained.

West German Tv Sets Total 750,000 Now, Survey Reveals

LATEST ESTIMATES in a recent German survey indicate that more than 750,000 television sets were in operation in West Germany and West Berlin as of Feb. 1, 1957. Monthly tv set sales totals in West Germany have been increasing steadily in the past six months, with about 71,000 new sets registered in January of this year.

German manufacturers, according to the survey, believe that West Germany's upward trend in number of operative sets during the past three years (1955-57) is paralleling that of Great Britain in the three-year period, 1949-51. Corresponding figures are for a time delay of six years, the survey states.

In Great Britain during the period April 1, 1949, to Feb. 1, 1951, the number of operative tv sets increased from about 126,600 to approximately 764,000; from April 1, 1955, to Feb. 1, 1957 the tv set total rose from about 126,800 to some 753,000.

On the basis of these parallel figures, West German manufacturers anticipate that there will be 1.6 million sets in their country by April 1 next year, 2.3 million sets by April 1, 1959, and 3.5 million by same date in 1960.

The German survey also noted that percentage-wise Great Britain is far ahead of Continental countries in tv set totals. Some 44% of British homes now have television while there are but 5% tv homes in Belgium; 4.5% in Germany; 3.5% in Italy; 3.5% in France; 3.4% in Holland; 2.6% in Denmark, and 1.3% in Switzerland. Television set totals at end of 1956 for all Continental countries except Germany were as follows: Italy—400,000; France—400,000; Belgium—200,000; Holland—100,000; Denmark—30,000 and Switzerland—20,000.

Canadians Get Radio-Tv Awards From Authors, Artists Council

TEN Canadian actors, producers and writers were presented with awards for their contributions to radio and television in the past year at the annual dinner of the Canadian Council of Authors & Artists at the Mount Royal Hotel, Montreal, Que., on Feb. 26.

Gold award went to W. O. Mitchell and Arthur Hailey, both of Toronto, for a number of plays and series they did last year for both radio and television. Silver awards were given to radio actor Max Ferguson, Halifax, N. S.; radio-tv actor-producer Mavor Moore, Toronto; actress Corinne Conley, Toronto; and Toronto tv writers George Salverson and Max Rosenfeld. The Benrus citation for outstanding contribution to the welfare of Canadian performers and writers went to Neil LeRoy, Toronto. The S. W. Caldwell award for the best performance on tv was given Toronto actor Jack Creley. The Maurice Rosenfeld Memorial award for the outstanding newcomer on networks was presented to Helene Winston, Toronto; and the president's award went to Louis Belanger, Montreal.

Advertising Advisory Board Established at Toronto

A CANADIAN Advertising Advisory Board has been formed at Toronto by the Assn. of Canadian Advertisers and the Canadian Assn. of Advertising Agencies. The new six-member board, which has invited other media and advertising associations to join, will promote advertising, assist in educational work for advertising personnel, and help charity and national public service advertising.

Board members are R. R. McIntosh, president of ACA and vice-president of General Foods of Canada, Toronto; M. M. Schneckenburger, past-president ACA, and director of advertising of the House of Seagram, Montreal; A. B. Yeates, ACA public relations director and advertising director of Prudential Insurance of Canada, Toronto; E. V. Rechnitzer, president of CAAA and of MacLaren Adv. Co., Toronto; D. E. Longmore, CAAA vice-president and president, McKim Adv. Ltd., Toronto, and W. P. Hayhurst, CAAA director and president, F. H. Hayhurst Co. Ltd., Toronto.

Broadcasting, Film Agencies Form British World News Firm

AN INTERNATIONAL news film service has been formed in the British Commonwealth to supply television stations in various countries. Canadian Broadcasting Corp. has joined with the British Broadcasting Corp., Australian Broadcasting Commission and the J. Arthur Rank moving picture and theatre organization, with headquarters at London, England, to form British Commonwealth Newsfilm Agency Ltd. at London.

J. A. Quimet, CBC general manager, stated at Ottawa that the new organization will have staff cameramen in a number of countries of the Commonwealth and employ a large number of freelance cameramen throughout the rest of the world. Kenneth Dick, formerly assistant chief of tv news for the BBC, has been appointed managing editor of the new service. W. H. Hogg, CBC chief news editor, Toronto, will be Canadian director.

Am Decision Returned to CBC

A RECOMMENDATION last October by the board of governors of the Canadian Broadcasting Corp. for a new radio station at Toronto's suburban Richmond Hill, Ont., has been turned down by the Dept. of Transport, Ottawa, Ont. The three applicants for a license in the northern suburban Toronto area are to appear before the CBC board on March 15 at Ottawa, so that all can present additional material.

John O. Graham, Toronto lawyer, was recommended by the board for a daytime am at Richmond Hill on 1300 kc, using 500 w. Also applying were William H. Haskett and Elwood J. Reid, both for daytime 500 watt stations on 1320 kc and 1480 kc, respectively, at Newmarket, Ont., north of Richmond Hill.

Caldwell Opens Equipment Firm

FORMATION of a new subsidiary to S. W. Caldwell Ltd., Toronto, Ont.—the Caldwell A-V Equipment Co. Ltd.—was announced last week by the firm's president, Spence Caldwell. Located at 400 Jarvis St. in Toronto, A-V will handle the audio-visual equipment for radio and tv stations, film labs and studios.

M. M. (Pete) Elliott is the new company's president. He formerly was general manager of Motorola Canada Ltd.

Army to Have Korean Tv Station

CONSTRUCTION of the U. S. Army's own television station at Seoul, Korea, will begin this month, it was announced last week. The station is scheduled to be completed by July 1 and will transmit programs filmed in the United States and shows produced by troop talent.

Commercial Tv Urged for Sweden

A COMMITTEE of experts has recommended to the minister of communications that Sweden adopt commercal television, and that the Swedish Bcstg. Co., which directs tv for the nation, handle the commercial phase of the business.

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BETTER BALANCED MUSIC PROGRAMMING

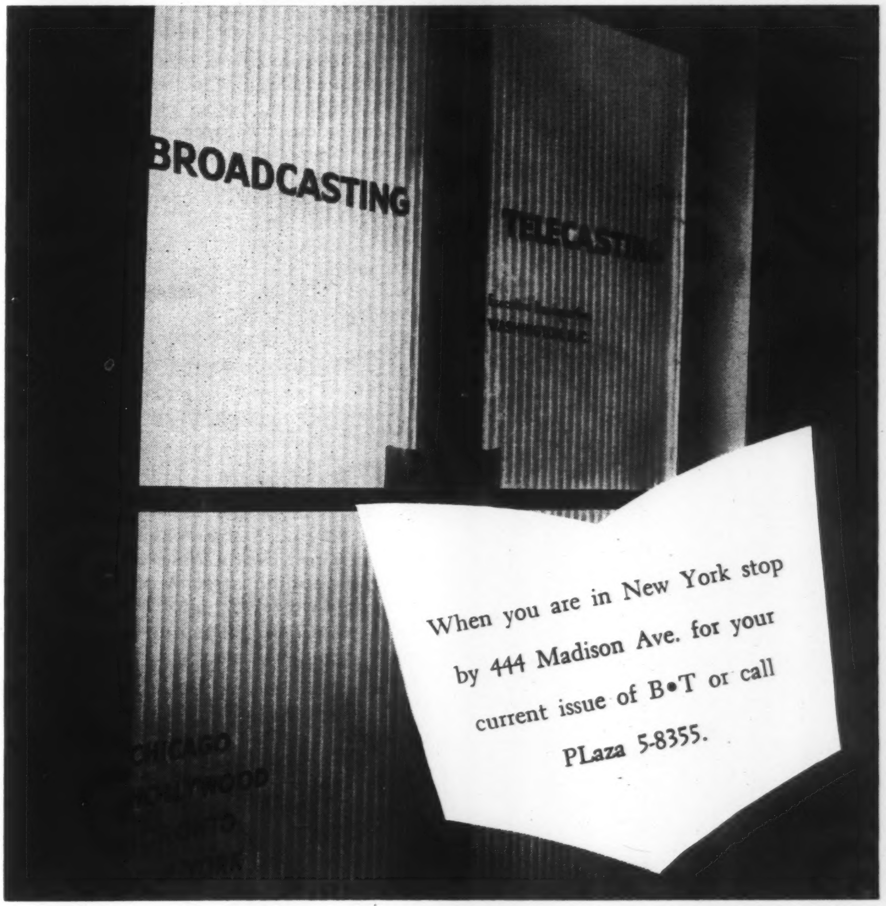
Lowell Christison, Sta. Mgr. of KHIL, Fort Lupton, Colorado, writes:

"The territory we serve is a fringe area of the Denver market and there are many radio stations to serve the vast population. The most important problem that faced us was how to so program KHIL in order to take our place in the area as a dominant station.

"After much thought and study we decided to offer better music all during the broadcast day. The ideal means to achieve this was the SESAC Library. KHIL has used the SESAC Library since the day the station went on the air, May 28th, 1956. SESAC has formed the basis for our entire program schedule.

"Tops in Polkas and Pops" and "Happy Time" make good use of Maltby, Henderson and the "N" section . . . "Music for Days" the "C" section . . . and so through the day, ending with "Contrasts" featuring Jazz from SESAC.

"Aided by the wealth of Better Balanced Program Material in the SESAC Library, KHIL is well on its way to gaining the title of "Colorado's Voice of Better Music!"



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The 23rd consecutive edition of "Radio's One-Book Reference Library" is being mailed to subscribers. *If you're not already a B•T subscriber, or if your subscription does not include the BROADCASTING Yearbook-Marketbook please check and mail this order form*

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company ______
street ______
city ______ zone ______ state

'Cinderella' Set for March 31

RODGERS and Hammerstein will put their musical talents to work for television for the first time in the CBS production of *Cinderella,* Sunday, March 31, 8-9:30 p.m. The 90-minute color musical starring Julie Andrews is billed as a Rodgers and Hammerstein premiere in tv and will be sponsored by Pepsi-Cola Co. and Shulton Inc., N. Y. (men's toiletries), through Kenyon & Eckhardt. Shulton, whose regular agency is Wesley Assoc., has commissioned K&E for the *Cinderella* commercials to minimize integration problems.

Indians Return to Roanoke, Va.

WDBJ-TV Roanoke Va., in order to promote the start of *Hawkeye, The Last of the Mohicans,* a Television Programs of America package, used over 265 spots on the air. The station also hired an actress to dress as an Indian and represent the new show on two of its children's shows and had a western wagon with two Indians driving it around town. The series is sponsored by Bunker canned beef.

WMCA Launches Radio Clinics

WMCA New York, in cooperation with the Center for Mass Education, Columbia U. has launched a series of radio clinics on the topic of prejudice. The discussion series, heard Thursday 9:30-10 p.m., will examine all facets of prejudice, its origin, its concept, its manifestations and will play host to a number of prominent representatives of the fields of religion, education, sociology and dramatic arts.

SKY'S THE LIMIT FOR THESE SALES

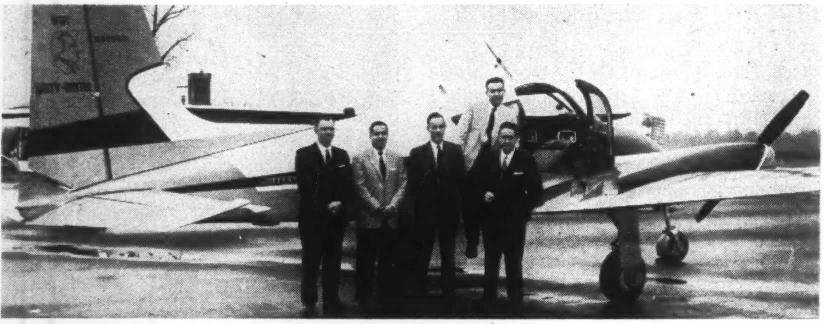
STATIONS of the Jefferson Standard Broadcasting Co.—WBT and WBTV (TV) Charlotte, N. C., and WBTW (TV) Florence, S. C.—can boast a piece of equipment that has brought in new business worth more than twice what it cost when it went into operation less than a year ago. That is the record, one which continues to improve, of the stations' private airplane.

The twin-engine, all metal, five-seat Cessna also earns its keep in ways that don't quite fit into a cost-accounting system. It works for both the sales and news departments.

It takes Jefferson executives on sales flights to Chicago, Cincinnati, New York, Washington and other points and brings them home the same evening. Whenever time is important, schedules must be submitted and decisions reached, the Cessna covers the miles to reach agencies, representatives and sponsors. A typical short hop last fortnight took Virgil Evans, assistant managing director of the company, and Paul Marion, WBT national sales manager, to Atlanta. Between noon and closing time in Atlanta, they contacted Liller, Neal & Battle, agency for Delta Air Lines; Joe Caughman, district manager of Monsanto Chemical Co. (All detergent), and W. V. Pentecost, district manager of Colgate-Palmolive Co. (Brisk toothpaste). They were home before dark.

Reporters and cameramen use the Cessna for distance coverage when it's not on a sales run. A December trip took them to Washington for the FCC hearings on Charlotte ch. 9, which gave the community its second vhf station (WSOC-TV). There crews made sound film of the proceedings, processed it in Washington and flew it back to Charlotte for telecast the same night.

When Charles H. Crutchfield, executive vice president and general manager of the stations, decided last April that a private plane would be an asset to the Jefferson operation, he had to find a versatile staffer to go with it. In Thomas C. McNeil Jr., an Air Force Korea veteran and commander of a National Guard squadron, he found his man. Mr. McNeil, when he isn't flying, which is seldom, serves in a sales development capacity on the ground. He is on call at all hours to pilot the Jefferson Cessna.



EXECUTIVES of the Jefferson Standard Broadcasting Co., Charlotte, N. C., are ready to board the vehicle that has proven itself a quick route to new sales. L to r: Virgil Evans, assistant manager director of WBT Charlotte; Kenneth Tredwell, managing director of WBTV (TV) there; Wallace Jorgenson, WBTV assistant managing director; pilot Thomas C. McNeil Jr. (on wing), and Charles H. Crutchfield, executive vice president and general manager of Jefferson stations.

Marge & Gower Champion on CBS

PAUL HARRISON will produce, and James Sheldon direct, *The Marge and Gower Champion Show* starting on CBS-TV Sunday, March 31 (7:30-8 p.m., EST), J&M Productions announced last week. Mr. Harrison is finishing an assignment as producer-director of the Eddie Fisher program on NBC-TV. The Champion show is to alternate with the Jack Benny show and will be sponsored by American Tobacco Co. for Hit Parade cigarettes through BBDO, N. Y.

NTA Promotes 'Rocket 86'

AS A MEANS of promoting its new 20th Century-Fox package of feature films, called the "Rocket 86," National Telefilm Assoc., N. Y., is offering stations buying the films a promotion piece. It consists of five pocket books in a slipcase. The books are said to be a sample of the best sellers and literary classics which have been adapted for the screen and are included among the features in "Rocket 86."

KARD-TV Plugs Color

IN AN effort to make every home in its area "color conscious," KARD-TV Wichita, Kan., is sending out color schedules each month listing the coming month's color programs. In addition, the station invites its listeners to send in their color comments, whether good or bad. KARD-TV has adopted "Your color station for the center of the nation" as its trade-mark. It is also using local papers to advertise color tv and has rented a showcase at the local airport which it uses to plug color.

NBC Begins Financial Series

A NEW financial series *Pocketbook News,* aimed at the American women who own more than 70% of the nation's privately held wealth, started on NBC Radio Sunday (11:15-11:25 p.m. EST). The weekly analysis of events affecting home and business is made by Mrs. Wilma Soss, founder and president of the Federation of Women Shareholders in American Business Inc.

'Home' Cookbook Published

RECIPES featured on NBC-TV's *Home* program (Mon.-Fri., 11 a.m.-12 noon EST) form the basis of a new cookbook, *Cooking at Home,* which was placed in distribution last week under the imprint of Dell Publishing Co., N. Y. Arrangements for the cookbook were made with Dell by the merchandising division of California National Productions Inc., an NBC subsidiary.

RADIO IN RARE FORM

MINNEAPOLIS housewives now are finding it easy to keep up with their favorite radio programs while shopping at one supermarket in that city: Tait's Southdale Square Super Value Store has 18 shopping carts equipped with portable radios.

Tait's, a large independently-owned grocery, believes it is the first in the nation to feature such a service. The radios are the type designed for use on bicycles and were adapted for the shopping carts by store owner Bob Tait.

HOMEMAKER Mrs. Richard Mahnerd and young son seem pleased with their radio-equipped shopping cart, and the novel device also attracts the attention of Larry Haeg (l), general manager of WCCO Minneapolis-St. Paul, and Allen Gray, the station's Housewives' Protective League director.

Y&R Mails Laugh Record

YOUNG & RUBICAM, N. Y., mailed a tv laugh record—one minute and five seconds of continuous laughter by the studio audience—to editors. The disc was made during the filming of "Lucy Does the Tango" on the *I Love Lucy* show, which was to be aired today (Monday). Desi reportedly had to ask the audience to stop laughing so that the show could go on.

'Mystery Voice' Contest Held

WGOL Goldsboro, N. C., conducted a "Mystery Voice" contest last month which was tied in with its station breaks. The station recorded a series of voices of prominent public officials and used them as part of its IDs. WGOL offered free passes to local theatres to the first person who correctly identified a voice after it was broadcast. The station reports that it recorded additional voices due to the "success of the first series" and for these, it used merchants and professional men in that city.

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THE CONTINENTAL DIVIDE STATION, BUTTE

THE COMMUNITY-NEWS VOICE
RADIO WSRS
GREATER CLEVELAND'S NUMBER 1 STATION
SRS "Radio-Active" MBS

SILENCE IS GOLDEN

WITH CLEVER maneuvering and responsible "City Hall" sources, WTTM Trenton, N. J., came up with an exclusive recorded program on the city's 1956 budget—broadcast after a week's delay.

Members of the Trenton City Commission, representatives of employe, business and taxpayer groups agreed to record the show five days before broadcast and present arguments on the pros and cons of the proposed increased city budget—with the proviso they would not release statements until broadcast time.

The story was developed for broadcast on a special public service program, *Let's Face It*, which WTTM airs only when major public issues are involved. Station Manager Fred Walker served as moderator for the program.

Newspapers got the story via news releases after broadcast time and splashed it on page one—with WTTM receiving full credit as source for the "scoop."

KROC-TV Plugs Home Town

CONTINUOUS growth of Rochester (Minn.) as an industrial area—exemplified by a new $10 million IBM plant to be built there—was outlined by Don Perry, KROC-TV Rochester, to New York media and timebuying personnel at a party given in New York by Mrs. Elizabeth Beckjorden, a network-station representative. Mr. Perry also described KROC-TV's programming policy which stresses local live and network programs, plus outstanding feature films on weekends.

Christopher Offers New Series

MEANS of introducing "constructive values" into television is the theme of several programs in the new series of 52 Christopher half-hour shows, just completed for the 373 tv stations which schedule the organization's program year-round as a public service. The new series includes Biblical narrations by Sir Cedric Hardwicke and interviews with 42 personalities by Father James Keller, director of the Christopher movement.

KTTV Sneak Previews Series

A SNEAK preview of a new tv program, *Private Line—Hollywood*, was telecast by KTTV (TV) Los Angeles for a group of executives from Revlon and BBDO. The program, packaged by Walt Tibbels and Lee Savin, features KTTV commentator Paul Coates and Zsa Zsa Gabor, who interviews celebrities at home. Robert Stack was interviewed by Mr. Coates in a *Person to Person* style and composer Dimitri Tiomkin was visited at home by Miss Gabor.

'The Hope that Jack Built'

NATIONAL Assn. of Investment Companies, N. Y., has retained Robert Lawrence Productions to produce a seven-minute animated cartoon, *The Hope that Jack Built*. The cartoon, which tells the story behind mutual funds, will be made available free to tv stations requesting a print. Distribution of the film, which cost $38,500 exclusive of promotion and distribution fees, will begin this summer.

Mouseketeers '57 Launched

PRODUCTION on the 1957-58 *Mickey Mouse Club* tv film series is scheduled to be launched at the Walt Disney Studios in Burbank, Calif., today, March 11. It will feature juvenile entertainers signed after a state-wide talent hunt in California. The initial filming will include "Talent Roundup" and "Fun with Music" segments, starring the Mouseketeers and special guests.

Beauty—4th Yr. Vintage—Chosen

IN CELEBRATION of its fourth birthday, KXLY-TV Spokane, Wash., conducted a contest for "Miss Channel 4." All entries were required to be girls four years old. The station reports that 2,240 little girls entered the contest. The winners, "Miss Channel 4" and two princesses, received certificates; $100 and $25 bonds, respectively; dinner; theatre passes; oil portraits of themselves and a new wardrobe.

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RADIO • TELEVISION • NEWSPAPER

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NEW ENGLAND FULLTIME	REGIONAL FULLTIME	FLORIDA DAYTIMER	TEXAS NETWORK	CALIFORNIA NETWORK
$40,000.00	$65,000.00	$85,000.00	$150,000.00	$70,000.00
Exclusive town of 10,000. $68 million retail sales in county. $15,000 cash required down.	Top independent in market. Good facilities. Growth area. Terms 29% down, balance in 4 to 5 years.	North Florida profitable operation. Ideal place to live and work. Terms one-half down, balance in 4½ years.	New facilities with valuable real estate. Profitable operation with good potential. Terms are available to qualified buyers.	29% down for this profit maker. Area is tops for living conditions. Facilities in good condition.
WASHINGTON, D. C. Wm. T. Stubblefield 1737 DeSales St., N. W. EX 3-3456	**CHICAGO, ILL.** Ray V. Hamilton Tribune Tower DE 7-2755	**ATLANTA, GA.** Jack L. Barton 1515 Healey Bldg.	**DALLAS, TEX.** Dewitt Landis (Judge) Fidelity Union Life Bldg.	**SAN FRANCISCO** W. R. Twining (Ike) 111 Sutter St. EX 2-5671

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'Once Upon a Time'

A PROMOTION booklet entitled, "Once Upon a Time," which explains the operation of the radio-tv department of Watts, Payne-Adv. Inc., Tulsa, as well as the agency's over-all operation, is being sent to prospects, clients and media people. The 16-page pamphlet uses a cartoon character named "Mr. Advertiser" to take the reader on a picture tour of the agency.

WCKY Jingles Plug Talent

WCKY Cincinnati last week began using special jingles on the air to introduce and promote its personalities and programs. Samples of the jingles, composed by Johnson-Siday, New York, were also sent to agencies and advertisers.

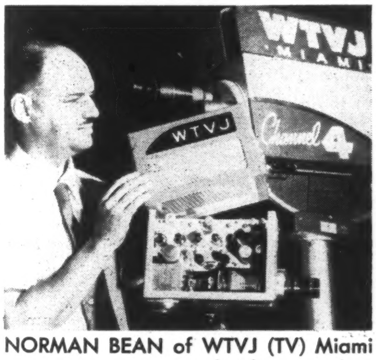
CAMERA'S 'THE THING'

BOTH in the air and on the ground, the seven-pound vidicon camera has proven its utility to officials of WTVJ (TV) Miami. Four such cameras—each measuring 10x4½x7 inches and using a special double lens adapter and seven tubes—recently were developed by Norman Bean, the station's engineering development director.

First on-the-air test for the miniature camera was providing aerial views of a recent *Arthur Godfrey Show* from a blimp over Miami Beach, where the show was originating for CBS-TV. Then the small camera was used to take sideline shots at the New Year's Day Orange Bowl Classic for CBS-TV. Both tests were successful, WTVJ officials said.

The new camera was tested with 550 feet of camera cable and performed with a 600-line resolution. All standard image orthicon, as well as regular 16 mm motion picture lenses, can be used on the vidicon camera.

WTVJ's plans for its four vidicons call for the installation of two of them as film camera chains, and use of the other two in the station's 34-ft. remote track, thus enabling WTVJ to originate commercials from its remote units instead of switching back to the station.



NORMAN BEAN of WTVJ (TV) Miami compares seven-pound vidicon camera which he developed for station with normal-size camera.

Station Authorizations, Applications
(As Compiled by B • T)
February 27 through March 6

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA--special temporary authorization. *—educ.

Am-Fm Summary through March 6

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,021	3,001	196	366	148
Fm	540	520	46	53	0

FCC Commercial Station Authorizations As of January 31, 1957*

	Am	Fm	Tv
Licensed (all on air)	2,983	514	272
Cps on air	31	13	241
Cps not on air	123	24	120
Total authorized	3,137	551	633
Applications in hearing	178	3	103
New station requests	288	8	62
New station bids in hearing	120	0	69
Facilities change requests	155	9	53
Total applications pending	841	101	387
Licenses deleted in January	0	4	0
Cps deleted in January	1	0	1

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* Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary through March 6

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	381	91	472[1]
Noncomm. Education	18	5	23[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	347	323	670[1]
Noncomm. Educational	26	21	47[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,065	337	829	571	1,402[3]
Noncomm. Educ.	65		37	27	65[4]
Total	1,130	337	866	598	1,467[5]

[1] 176 cps (33 vhf, 143 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 44 already granted.
[5] Includes 716 already granted.

New Tv Stations . . .

ACTIONS

Jacksonville, Fla.—Educational Tv Inc. granted vhf ch. 7 (174-180 mc); ERP 16.4 kw vis., 8.2 kw aur.; ant. height above average terrain 491 ft., above ground 521 ft. Estimated construction cost $349,493, first year operating cost $60,000. P. O. address % Dr. Heywood A. Dowling, 203 Greenleaf Bldg., Jacksonville. Studio location Tech. & Vocation High School, King St., Jacksonville. Trans. location East Bay & Georgia Sts., Jacksonville. Geographic coordinates 30° 17′ 09.3″ N. Lat., 81° 44′ 52.1″ W. Long. Trans. GE, ant. RCA. Legal counsel Krieger & Jorgenson, Washington. Consulting engineer George P. Adair Engineering Co., Washington. Principals include Pres. **Dr. Heywood A. Dowling**, chiropodist; First Vice Pres. **Dr. Paul L. Johnson**, pres. Jacksonville Jr. College; Second Vice Pres. **George S. Davis Jr.**, and Treas. **Walter T. Napier**. Announced Feb. 28.

San Angelo, Tex.—San Angelo Tv Co. granted vhf ch. 3 (60-66 mc); ERP 3.02 kw vis., 1.58 kw aur.; ant. height above average terrain 223 ft., above ground 264 ft. Estimated construction cost $59,050, first year operating cost $48,000, revenue $60,000. P. O. address % First State Bank, Rio Vista, Tex. Studio and trans. location Cactus Hotel, Twohig Ave. and Oakes St., San Antonio. Geographic coordinates 31° 27′ 40″ N. Lat., 100° 26′ 05″ W. Long. Trans. Gates, ant. Adler. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals are equal partners Lowell Smith and Joe N. Weatherby. Messrs. Smith and Weatherby formerly held minority interesst in **KTXL** and **KTXL-TV San Angelo**, respectively. Announced Feb. 28.

Existing Tv Stations . . .

ACTIONS

CALL LETTERS ASSIGNED

KGUN-TV Tucson, Ariz.—Tucson Television Co., ch. 9. Changed from KDWI-TV.

WCDC (TV) North Adams, Mass.—Hudson Val-

FLORIDA
$65,000.00

An independent in one of Florida's attractive growth markets. Liberal financing.

MIDWEST
$150,000.00

A long established profitable regional facility in a sizable farm market. $50,000 down, balance over five years.

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Blackburn & Company

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Washington Building
STerling 3-4341

ATLANTA
Clifford B. Marshall
Healey Building
Jackson 5-1576

ley Bcstg. Co., ch. 19. Changed from WMGT (TV).

APPLICATION

WDSM-TV Superior, Wis.—Seeks cp for new ant. system and specify trans. location as 4th Ave. and 10th St., Duluth, Minn.

New Am Stations . . .

ACTIONS

Fredonia, N. Y.—Louis W. Skelly granted 1570 kc, 250 w D. P. O. address 3808 Chaucer Lane, Austintown, Ohio. Estimated construction cost $6,900, first year operating cost $48,000, revenue $60,000. Mr. Skelly is commercial mgr., **WHOT Campbell, Ohio.** Announced Feb. 28.

Manning, S. C.—Clarendon County Bcstg. Co. granted 1410 kc, 1 kw D, remote control trans. P. O. address % **J. M. Soles Jr.,** Tabor City, N. C. Estimated construction cost $14,001, first year operating cost $28,000, revenue $40,000. Principals include Mr. Soles, ⅓; **Isadore Kramer,** ⅓, and **Troy McPherson,** ⅓. Mr. Soles is 20% owner, **WTAB Tabor City, N. C.;** Mr. Kramer, 10%, WTAB, and Mr. McPherson 20%, owner-gen. mgr., WTAB. Announced Feb. 28.

Eagle Pass, Tex.—Uvalde Broadcasters granted 1270 kc, 1 kw D. P. O. address Box 758, Uvalde, Tex. Estimated construction cost $16,500, first year operating cost $25,000, revenue $30,000. Principals are equal partners **E. J. Harpole,** gen. mgr.-50% owner of **KVOU Uvalde,** pres.-50% owner of **KVOZ Laredo, Tex.,** and **W. J. Harpole,** 50% owner of KVOU and KVOZ, 26.6% owner of **KVWO Cheyenne, Wyo.,** pres.-66.6% owner of **KVOP Plainview, Tex.** Announced Feb. 28.

APPLICATIONS

Huntsville, Ala.—Leroy Garrett, 1380 kc, 5 kw D. P. O. address 703½ S. 14th St., Birmingham, Ala. Estimated construction cost $16,312, first year operating cost $36,000, revenue $60,000. Mr. Garrett, cleaning interests and owner recording company, will be sole owner. Announced March 4.

Tallassee, Ala.—Confederate Bcstg. Co., 1300 kc, 1 kw D. P. O. address % Ned Butler, Box 292, Talladega, Ala. Estimated construction cost $13,000, first year operating cost $20,000, revenue $26,000. **Mr. Butler** (33.34%), **James T. Hemphill** (33.33%), **W. K. Johnston** (18.33%) and **Joe A. Armbrester Jr.** (15%) will be owners. Mr. Butler, Mr. Hemphill and Mr. Johnston are co-owners of **WJHB Talladega.** Mr. Armbrester is appliance and furniture dealer. Announced Feb. 28.

Augusta, Ga.—Howard C. Gilreath tr/as **Dixie Bcstg. System,** 1380 kc, 1 kw D. P. O. address Box 391, Vidalia, Ga. Estimated construction cost $10,000, first year operating cost $40,000, revenue $48,000. Mr. Gilreath, mgr. **WVOP Vidalia,** will be sole owner. Announced Feb. 28.

Augusta, Ga.—Metropolitan Bcstg. Co., 1380 kc, 1 kw D. P. O. address 904 Grant Bldg., Atlanta 3, Ga. Estimated construction cost $15,378, first year operating cost $45,500, revenue $60,000. Sole owner will be Georgia Development Enterprises. **Hugh H. Summer,** chairman of board, and **Richard A. Granville,** executive vice pres. Announced March 4.

Tawas City-East Tawas, Mich.—Roger S. Underhill. 1050 kc, 1 kw DA-D. P. O. address c/o Mr. Underhill, 306 Bauch Bldg., Lansing, Mich. Estimated construction cost $28,293, first year operating cost $30,000, revenue $37,500. Mr. Underhill, 35% owner pending application of new am in East Lansing, will be sole owner. Announced Feb. 28.

Madras, Ore.—Reuben K. and **Elizabeth J. Nesvold** d/b as **Madras Bcstg. Co.,** 1400 kc, 250 w D. P. O. address Rte. 1, Box 498-A, Tigard, Ore. Estimated construction cost $17,759, first year operating cost $29,000, revenue $33,000. Mr. and Mrs. Nesvold are former employes of Meier & Frank Co., Portland, Ore. Announced March 4.

Bowie, Tex.—Willie V. Murphy and **Carroll C. Lee** d/b as **Bowie-Nocona Bcstg. Co.,** 1410 kc, 500 w D. P. O. address Box 972, Wichita Falls, Tex. Estimated construction cost $20,090, first year operating cost $52,000, revenue $57,000. Mr. Murphy (65%), automobile dealer, and Mr. Lee (35%), salesman **KTRN** Wichita Falls, will be owners. Announced Feb. 28.

Existing Am Stations . . .

ACTIONS

CALL LETTERS ASSIGNED

KPER Gilroy, Calif.—Bernard & Jobbins Bcstg. Co., 1290 kc.

KATT Pittsburg, Calif.—KECC Inc., 990 kc. Changed from KECC.

WDXR Paducah, Ky.—E. Weaks McKinney-Smith, 1560 kc.

WRKH Rockwood, Tenn.—Roane Bcstg. Co., 580 kc.

KQTY Everett, Wash.—Snohomish County Bcstg. Co., 1230 kc.

KRSC Othello, Wash.—Othello Radio, 1450 kc. Changed from KADM.

KMEL Wenatchee, Wash.—Wenatchee Bcstrs., 1340 kc. Changed from KWNW.

APPLICATIONS

WNKY Neon, Ky.—Seeks cp to change frequency from 1450 kc to 1480 kc, power from 250 w to 1 kw and hours from unl. to D. Announced Feb. 28.

WCJU Columbia, Mo.—Seeks cp to change frequency from 1450 kc to 1440 kc, power from 250 w to 1 kw and hours from unl. to daytime. Announced Feb. 28.

WDOS Oneonta, N. Y.—Seeks cp to increase power from 500 w to 1 kw and install new trans. Announced Feb. 28.

WBLA Elizabethtown, N. C.—Seeks cp to change frequency from 1450 kc to 1440 kc, power from 100 w to 1 kw and hours from unl. to D. Announced Feb. 28.

New Fm Stations . . .

ACTION

Hagerstown, Md.—United Bcstg. Co. of Western Maryland Inc. granted 106.9 mc, 2.19 kw unl. P. O. address 2900 Tilden St., N.W., Washington, D. C. Estimated construction cost $2,500, first year operating cost $10,000, revenue $10,000. Proposed station will duplicate operation of **WARK Hagerstown. Richard Eaton,** pres., also controls **WYOU-WACH-TV Newport News, Va.; WANT Richmond, Va.; WINX Rockville, Md.; WJMO Cleveland, Ohio; WOOK-WFAN (FM)-WOOK-TV Washington, D. C.; WSID-WTLF (TV) Baltimore, Md.,** and has tv application pending for Wilmington, N. C. Action Feb. 28.

APPLICATION

Troy, N. Y.—Rensselaer Polytechnic Institute, 91.1 mc, 680 w. P. O. address % Ralph Asher, same as above. Estimated construction cost $1,185, first year operating cost $100. Rensselaer is owner of **WHAZ** Troy. Station will be non-commercial educational. Announced March 4.

Existing Fm Stations . . .

ACTIONS

Renewal of License

WCME Brunswick, Me.; WFMQ (FM) Hartford, Conn.; WPFM (FM) Providence, R. I.

Ownership Changes . . .

ACTIONS

WJDB Thomasville, Ala.—Granted transfer of license from **J. Dige Bishop** to **WJDB Radio** Inc. Corporate change. No change of control. Announced March 4.

WRMF Titusville, Fla.—Granted voluntary relinquishment of negative control of permittee corp. by **Rudi C. Oudshoff** (50%) to **Richard M. Fairbanks,** licensee of **WIBC Indianapolis,** Ind. Mr. Oudshoff is ill and wishes to discontinue his connection with station. Consideration is nominal one dollar. Announced March 4.

WGLC Centreville, Miss.—Granted transfer of control from **C. M. Treppendahl Jr., Maxwell Bramlette, D. H. Thornhill** and **Alvin Sansing** to **Paul D'Antoni, James Dowdy** and **Don Partridge** for $14,000. Buyers are equal partners. Mr. D'Antoni is Natchez, Miss., oil dealer. Mr. Dowdy and Mr. Partridge are announcers-salesmen, WGLC. Announced Feb. 27.

WJQS Jackson, Miss.—Granted assignment of license from **Mississippi Bcstg. Co.** to **Milner Enterprises Inc.** for $75,000. **R. E. Dumas Milner,** automobile dealer, is sole owner. Announced Feb. 27.

WMBC Macon, Miss.—Granted assignment of license from **J. W. Furr** to **Robert A. Chisholm Jr.** tr/as **Macon Bcstg. Co.** for $24,000. Mr. Chisholm has been insurance agent in Georgia and Alabama and at one time was sales manager of **WTRC Tuscaloosa, Ala.** Announced Feb. 27.

KWIK Pocatello, Idaho—Granted assignment of license from **Pocatello Television Corp.** to **Pocatello Radio Inc.** for $33,000. Pocatello Radio is owned by **KOIL Omaha, Neb.** Announced Feb. 27.

WMGM New York, N. Y.—Granted assignment of license from **Loew's Inc.** to **WMGM Bcstg. Corp.** Corporate change. No change of control. Announced Feb. 26.

APPLICATIONS

WJDM (TV) Panama City, Fla.—Seeks assignment of cp from **J. D. Manly** to **WJDM (TV) Inc.** Corporate change. No change in control. Announced March 4.

KIOA Des Moines, Iowa—Seeks assignment of license from **Town & Farm Co.** to **Public Radio Corp.** for $185,000. **Lester Kamin** (99.6%) is also 20.5% owner of **WMRY New Orleans** and **KCIG Shreveport,** both **La.** and 33⅓% of **WCKG (TV)** New Orleans. Announced Feb. 28.

WFKN Franklin, Ky.—Seeks assignment of license from **Franklin Bcstg. Co.** to **WFKN** Inc. Corporate change. No change in control. Announced March 4.

WEAN, WPJB-FM Providence, R. I.—Seeks transfer of control of licensee corporation from all stockholders to voting trustees. Corporate change. No change of control. Announced Feb. 28.

KILT-TV El Paso, Tex.—Seeks assignment of cp from **McLendon Investment Corp.** to **KELP Television Corp.** for $750,000. KELP owners are **Joseph Harris** (40%), **Norman Alexander** (40%), and **Richard E. Jones** (20%). Mr. Harris and Mr. Alexander are each 45% owners and Mr. Jones is 10% owner of **KXLY-AM-TV Spokane, Wash.** Announced March 4.

KPAN Hereford, KSML Seminole and **KTUE Tulia,** all **Tex.**—Seek assignments of licenses to **Marshall** and **Clint Formby.** Corporate change. No change of control. Marshall Formby also owns (40%) of **KFLD Floydada, Tex.** Announced Feb. 28.

KLBS Houston, Tex.—Seeks assignment of license from **Howard Bcstg. Corp.** to **McLendon Investment Corp.** for $525,000. McLendon Investment is licensee of **KLIF Dallas, KELP El Paso, KTSA San Antonio** and **KILT-TV El Paso** all **Tex.** Announced Feb. 28.

KXYZ Houston, Tex.—Seeks assignment of license from **Shamrock Bcstg. Co.** to **Houston Bcstg. Corp.** for $425,000. Houston principals are **Milton R. Underwood** (30%), banker, **Catherine F. Underwood** (40%), housewife, and **David M. Underwood** (30%). Announced March **4.**

KWEL Midland, Tex.—Seeks relinquishment of control of permittee corporation by **Jerry Covington** thru sale of stock to **Ben Harwit.** Corporate change. No change of control. Announced Feb. 28.

KZEE Weatherford, Tex.—Seeks assignment of license from **Edward E. McElmore** and **Roy T. Givson** to **G-M Bcstg. Co.** Corporate change. No change of control. Announced Feb. 28.

KORD Pasco, Wash.—Seeks assignment of license from **Music Bcstrs.** to **Wallace K. Reid, H. B. Murphy, Harold C. Singleton** and **Gerald Colkitt,** d/b as Music Bcstrs. Corporate change. No change of control. Announced Feb. 28.

Hearing Cases . . .

FINAL DECISION

KAKJ (TV) Reno, Nev.—The FCC denied petition and supplement by **Nevada Telecasting Co.**

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and Company

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RADIO

Help Wanted

Managerial

Somewhere—in a west coast smaller market there must be a young, aggressive sales manager who has developed his station to maximum potential and who seeks the opportunity for further exploiting his sales ability in a larger California market. We would like to hear from this man as the opportunity is unlimited. Send complete details. Personal interview will be arranged. Box 729E, B•T.

Wanted for immediate opportunity. One hard-hitting time salesman with creative ideas who thinks he is ready to be a commercial manager in leading regional station operation in this rich quarter million market potential. Rush resume and picture to Box 751E, B•T.

$500.00 per month guarantee on excellent account list. Mississippi metropolitan market top-rated station needs salesman with advancement to sales manager and manager. Must have executive ability and record as real producer. We expand and promote from within. If you click next job manager. Married southerner 28 to 33 preferred. Send complete resume, late photo to Box 799E, B•T.

Minnesota station wants manager who can sell! Will sell 25% interest in this news station for $65,00. Only good producer who can invest need apply. Tell all first letter. Box 822E, B•T.

Good proposition for producing sales manager, large eastern market. Box 836E, B•T.

Commercial manager. Assume full sales responsibility for established regional radio and maximum power NBC basic television station under construction. Prosperous northeast metropolitan area. Unusual circumstances create exceptional opportunity for qualified person. Top-notch organization, all paid benefits including retirement plan. Send complete resume. Box 848E, B•T.

5 figure income for top-notch salesman with management background for leading independent in Ohio. Box 850E, B•T.

Major Baltimore independent needs an outstanding solid producer strong on sales. Excellent deal for good man. Box 851E, B•T.

Pennsylvania station needs an assistant manager with good announcing background. Job pays above average salary with commission bonus. Looking for young married man with car. Position permanent and opportunity at management soon. Send tape, resume and photo to Box 860E, B•T.

Have opening for assistant sales manager whose duties will include combination regional and local selling. Salary commensurate with ability and past experience. Contact John Conwell, KOMU-TV, Columbia, Missouri.

Assistant manager. We have an excellent position for an experienced, hard working radio man trained in announcing and small market sales and administrative work. If you can accept responsibility contact Bill Fillingham, Manager, WNAV, Annapolis, Maryland.

Salesmen

Experienced, dependable salesman wanted by leading station, a 5000 watt fulltime, in midwest city of 55,000 persons. Competitive market but staton has fine organization to support salesman's efforts. Guaranteed weekly draw against commission percentage. Good man can earn $5,200-$6,000 first year and more in second. Tell all about yourself and work record, with refernces, in first letter. Box 570E, B•T.

Salesman for New Jersey independent. Salary plus commission. Box 724E, B•T.

Are you ready to step-up in sales work? Here is an opportunity. Texas. Box 738E, B•T.

RADIO

Help Wanted—(Cont'd)

Salesmen

Sales: Fulltime radio station wants progressive minded time salesman full of ideas, and willing to work. Good salary, commission arrangement for creative salesman who likes music-news station operation. Family man preferred. Box 795E, B•T.

Commercial 1000 watter in Indiana. Guarantee and commission. Present average $125.00. Box 813E, B•T.

Illinois station has opening for experienced announcer-salesman combination. Take over established accounts. Hourly wage for airwork, commissions on sales. Good man will earn over $5,500 first year, more the second. Single station market. Tell us all about yourself in first letter. Box 856E, B•T.

Lion's share of California market available to man who can handle it. Box 862E, B•T.

Salesman. Draw against 15% commission. West Virginia market. Car necessary. Money to be made if you can sell. Unless experienced, let's not waste each other's time. Box 869E, B•T.

Sales help wanted, salesman for music-news group on east coast. $125.00 per week plus 15% commission of all billing over $850.00 per week. Top Pulse ranked station, more local advertisers than any other station. Proven man will be advanced. Box 871E, B•T.

Salesman or sales manager, young and eager to advance, by kilowatt popular music and local news independent. Guarantee and commission. KGEN, Tulare, California.

Salesman—metropolitan market. Excellent opportunity for live wire. WSTC, Stamford, Conn.

Announcers

Immediate opening for man with minimum six months experience. Salary: $75.00 per week to start. 40 hour week, overtime pay, vacations, etc. Must have car. Excellent opportunity for advancement within chain. Send resume and tape. Box 678C, B•T.

Job with a future for qualified staff announcer with several years deejay experience. Illionis kilowatt independent. Newswriting ability helpful. Liberal bonus, other fringe benefits. Personal interview necessary. List age, education, experience in detail, Box 761E, B•T.

$600 a month for DJ with glib, fast-paced delivery. Rhyming intros to records. Limited rock 'n roll, just good pops and albums. Wanted by station in midwest. Box 781E, B•T.

Leading independent station in large southeastern market has opening for combination announcer-engineer with first class ticket. Excellent opportunity and working conditions, send resume to Box 844E, B•T.

Hundred a week to start for top-notch announcer with first class ticket. Long established midwest network station. Box 847E, B•T.

Experienced staff announcer at Illinois daytimer. Start at $70.00 plus annual bonus. Box 857E, B•T.

Strong Kilowatt independent needs good announcer with flub-free delivery to join excellent staff. If interested in working in serious radio, send full details and photo to Box 872E, B•T.

$80.00 weekly to start for top-notch experienced announcer. Prefer man from midwest. Needed at once. Must have sincerity, and good diction. Operate board. 40 hour week, paid vacation, overtime pay. State age, education, experience in detail, and references. Send with tape to KFAL, Fulton, Missouri.

RADIO

Help Wanted—(Cont'd)

Announcers

1000 watt Mutual radio station with tv in connection needs three competent combo men. Station is located twenty-five miles from Glacier National Park in beautiful northwest Montana. Applicants must have first phone licenses. Rush letter, photograph and audition tape to Dick Vick, KGEZ, Kalispell, Montana.

Immediate opening: Night man, emphasis on news, 5000 watt station. Call Manager, KGCX, Williston, North Dakota.

Immediate opening, combo man, first phone, afternoon shift, new 5kw daytimer. Sales opportunity. Recent graduate acceptable. Emphasis on announcing . . . contact Manager, KLGA, Algona, Iowa.

Experienced play-by-play baseball announcer needed immediately. Prefer someone who can also do staff or sales work. Wonderful proposition for right man. Send tape, letter and photo to WACL, Waycross, Georgia.

Announcer. Must have experience. Top working conditions. Air conditioned studios. Profit sharing plan. WCOJ, Coatesville, Pennsylvania.

Jerry Clement formerly WIDE contact Evans, WSJM, Saint Joseph, Michigan.

Good salaries for top announcer with first ticket with emphasis on air work . . . also experienced announcer needed who can write copy that sells . . . contact WLSD, Big Stone Gap, Virginia.

Immediate opening for announcer with first phone by newspaper owned am and fm station. Permanent position. Reliability more important than experience. Call collect, Fred Gresso, WRSW, Warsaw, Indiana.

Announcer: Immediate opening announcer with first class ticket. Daytime station in famous resort center. Send tape and resume to Chet Munson, WSPN, Saratoga Springs, New York.

Technical

West coast station wants a vacation relief man, combination announcer-technician. Must have first class phone, strong on engineering, possibility of permanent employment. Box 741E, B•T.

First class engineer-announcer for commercial Indiana non-directional 1000 watt daytimer. Box 813E, B•T.

Chief engineer, Louisiana station. Less than 40 hours; $90.00 weekly. Transmitter. Modern 4-room apartment costs you $40.00 monthly. We pay all utilities. Box 843E, B•T.

Chief engineer with good maintenance ability for station in central eastern Pennsylvania. Must have car and be capable of assuming responsibilities for maintenance, repair and purchase. Chance to install new station in several months. Good salary to right man. Send photo, resume and full particulars. Box 861E, B•T.

First class engineer needed at once Ohio 5kw—$80. to $100. weekly. 48 Hours. Box 873E, B•T.

Chief engineer, strong technical background, wanted for 5000 watter. Send full information immediately to George Morgan, Station KIMN, Denver 14, Colorado.

Transmitter engineer, first phone, 1 kw am directional, 3 kw fm. Car necessary. Write WEOL, Elyria, Ohio.

Radio station WKOZ, Kosciusko, Mississippi, needs engineer with first phone who can announce. References required. Good pay for right man. Contact Mims Boswell, WKOZ Kosciusko, Mississippi.

Florida new station urgently needs first class engineer-announcer. Apply immediately to Marlow, WSUZ, Palatka, Florida. Phone East 5-3844. Excellent salary, pleasant conditions.

Experienced 1st phone chief engineer, light announcing duties. Contact WTUS, Tuskegee, Alabama.

Programming-Production, Others

Wanted: Experienced copywriter who can handle promotion at station in growing chain and expanding market . . . in southeastern New York. Salary commensurate with experience and ability. Box 814E, B•T.

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

Administrative opportunity in network for man experienced in program and production costs in station in medium size or larger market, willing to relocate in major market. Degree in accounting of general business preferred. Under 35. Send detailed resume to Box 823E, B•T.

Immediate opening in metropolitan Ohio city for experienced continuity girl. Send sample copy, photo, resume. Box 854E, B•T.

Situations Wanted

Managerial

Top advertising sales executive large organization wants to join small city radio station in south or midwest. Full information and references to interst you if you contact Box 802E, B•T.

Manager—commercial manager independent station, south or southeast preferred. Exceptional sales record, references. 23 years experience. Now employed, station sold. Write, wire Box 852E, B•T.

Salesmen

Combo sales-announcing, radio and/or tv. Six years small market. Sales manager and station manager experience. Some tv announcing, also sports and news. Age 30, married, one child, and college. Prefer Rocky Mt. or northwest station. Available immediately. Box 793E, B•T.

Salesman, DJ, sports. Six years experience. Presently employed commercial manager, kilowatt indie. Married. Veteran, reliable, seeking larger market and income. Will work hard to live comfortably. Will consider overseas. Box 839E, B•T.

Announcers

Personality-DJ—strong commercial, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 109E, B•T.

Baseball play-by-play announcer, seven years experience. Finest references. Box 603E, B•T.

Girl personality—DJ, run own board, eager to please. Free to travel. Gimmicks and sales. Box 688E, B•T.

Sportsman—newsman—announcer, play-by-play position, a must. Six years experience in baseball, football, basketball. Also have news and staff experience. Radio and television combined operation preferable in east or midwest. Box 721E, B•T.

Negro DJ, versatile, all phases. Good board operator, travel. Box 728E, B•T.

Sports only. 12 years large market tv and radio play-by-play. Major league references. College grad. Available April 1st. Box 737E, B•T.

Attention mid-Atlantic stations: Have good announcer 6 years experience, with us 3 years, general staff, emphasis on play-by-play sports and good music. Experience in all phases medium station operation. Family man, has car. We are de-emphasising play-by-play sports and good music, catering more to country music and hiring new hillbilly DJ, thus will release this man soon. Can use him few more months, or if necessary could release him on short notice. Get details from station manager Box 745E, B•T.

Top-rated DJ . . . relaxed delivery . . . network sports and news. Desire to relocate in larger competitive market. Married . . . family . . . 27 . . . college graduate . . . draft-exempt. Presently employed. Best of references. Prefer personal interview. Tape . . . resume on request. Box 746E, B•T.

Experienced sportscaster desires baseball job for 1957. Tape, references available. Box 763E, B•T.

Announcer: Eleven years experience, thirties, versatile, married, vet. Desires early morning shift within 75 miles of N. Y. Available immediately. Box 766E, B•T.

Experienced sportscaster—local newsman desires sportcasting job. Tape, references available. Box 771E, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Experienced announcer—ten years play-by-play sports, authoritative news. Box 792E, B•T.

Red hot hillbilly, different style. Can match any. Like Tennessee. Box 794E, B•T.

Deep, resonant voice. 4 years staff announcing experience. Prefer midwest. $90 minimum. Box 796E, B•T.

Announcer-DJ—6 months commercial experience. Veteran with college. Operate board. Prefer midwest but will go anywhere. Box 797E, B•T.

Country DJ, announcing school graduate. 6 years experience wants change. Make offer. Box 801E, B•T.

Young negro announcer seeks radio or tv station, strong as newscaster as well as DJ. No preference as to location. Box 803E, B•T.

Somewhere in these United States is a combination radio-tv organization which has no fears, is progressive, has a taut organization, expects quality and quantity production, which recognizes loyalty and ability, and is willing to pay for it. If yours is such an organization and you need a mature sports director, who has done news and special features, as well as administrative and public relations, whose voice presentation sells, and now employed, why not write, Box 807E, B•T, we could have much in common.

Available: Oustanding play-by-play sports announcer presently employed in small market. Four years on sportsminded station with proven ability to create large personal following. Baseball, football, basketball. Interested only in aggressive sports operation. Present employer knows of this ad and believes I am ready for larger market. References. Air check tape. Box 808E, B•T.

Young, versatile announcer. Six years experience. Excellent voice. Strong news and commercials. 26, single, personable. Box 809E, B•T.

Negro. Experienced rythm and blues DJ and spirituals. Tapes. Travel. Box 810E, B•T.

Announcer. First phone. Experienced. All phases. Morning preferred. Please state salary. Box 811E, B•T.

Announcer—1 year experience 1000 watt station. Married, veteran, 27. News, DJ, sports. Box 820E, B•T.

Early-mid morning DJ, top women's show MC will trade 12 years am-tv experience and ability to sell snow shovels in July (and everything else from automobiles to turtle neck sweaters) for spot with going metropolitan operation. Thrive on competition. Serously interested write Box 829E, B•T.

Back from 1½ years news, DJ, production work, intro to tv at Tokyo's largest commercial outlet (50,000 watts) . . . 7 years experience, heavy on records, news with 2 years play-by-play . . . will consider any situation offering a challenge . . . where the opportunity, facilities are mature, quality. Box 832E, B•T.

Veteran DJ-newsman. Tested, tried, proved. Don't overlook. Box 840E, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer. Mature, single man. Conscientious. Seeks first radio staff announcing job. Recent graduate. Box 858E, B•T.

Sports director/announcer—available for baseball. Married, college and currently employed. Air checks and references. Box 859E, B•T.

Fifteen years radio experience announcing, PD, sales, sports. Qualified for small station manager. Will consider all offers. Box 834E, B•T.

Need a top country DJ? I'm your man. Voted in the top 25 last year. Presently employed at 50kw. 6 years experience in all phases. References. Good voice. Veteran. Operate console. Also sell. Prefer progressive station, midwest or east. Box 835E, B•T.

Experienced three-way combo-man. 1st phone-announcer-salesman. Wants to relocate California. Presently employed. Vet. References. Jack York, 1523 22nd Street, N. W., Washington, D. C.

Fritz Van available March 20. America's most exciting new sports voice seeking sports-minded radio and/or television operation in city 35,000 plus. Ex-midwesterner currently completing 100-game basketball schedule for Southeastern Broadcasting System. Travel anywhere. Highly recommended. $110 minimum. 416 Thirteenth Avenue East, Cordele, Georgia. Phone 227-W.

Combination men with first phone tickets—top announcers. We have them! No phone calls. State proposition first letter. Pathfinder Radio Services. 737 11th Street, N.W., Washington, D. C.

Technical

Engineer, 1st phone, 6½ years experience radio and tv. Some microwave experience, college and night school; don't drink. Only permanent jobs considered. Box 827E, B•T.

First phone experience, construction operation, Gates, RCA 5kw. Middle aged, technical graduate, prefer Western Pennsylvania. Engineer only. Box 833E, B•T.

Experienced engineer desires to break in as combo. Travel. Available. Box 842E, B•T.

Engineer, 1st phone, 6 years directional am, maintenance, possible chief, excellent references, interested am-tv, prefer west. Box 863E, B•T.

Combo. Experience all phases. Presently chief engineer. Station being sold. Prefer combo work with chance of working with chief engineer. Tape and resume on request. Box 866E, B•T.

1st phone, announcing school graduate, beginner, no car. Berkshire 7-6721, after 6:00 p.m. Walter Piasecki, 2219 N. Parkside, Chicago.

Programming-Production, Others

Program director! 8 years experience. Also sales-promotion! Permanent, good! Box 769E, B•T.

(Continued on next page)

DO YOU HAVE ALL THREE?

1. CHARACTER
2. ABILITY
3. EXPERIENCE

If you can answer YES there is a strong active demand for your services. But . . . it takes more than a quick yes to land the better positions.

The successful marketing of one's services requires the application of scientific selling practices by a professional organization, with nation-wide contacts, exclusively dedicated to the broadcast industry.

We invite confidential inquiries, with your resume, for analysis of advancement opportunities.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.

333 Trans-Lux Bldg. **724 Fourteenth St., N. W.** **Washington 5, D. C.**

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Program director—top disc jockey metropolitan area available April 1st. Box 804E, B•T.

Need a program director with the right music formula for your station? Ten years in big, small stations. Excellent references. Prefer south. Write Box 806E, B•T.

Need a trained, experienced copy-local news writer? "Idea man" or programming, promotion, advertising, etc.? Then you need me. Anywhere Available March 15. Best references. Box 824E, B•T.

Smooth, pleasant DJ. Terrific on baseball, basketball, football, special events (Interviews; From Eisenhower down). Six years experience—three years in Chicago area. Some managerial, PD experience. University grad. Desire Los Angeles area. Box 825E, B•T.

Available: Sparks, program director. 9 years experience. Seeking pro basketball, college football. Can sell. Box 826E, B•T.

Hard working sports man desires position in sports production, assistant sports director, statistician. Excellent play-by-play. Good radio background. Married. Box 841E, B•T.

Taped programs now available—name yours. Pop—rock 'n roll—latin country and western. Half, or full hour tapes made for block, or participating sponsorship. Box 846E, B•T.

Writer—original scripts and continuity. Available after June graduation. B.A. No experience, but capable, eager. Priscilla A. Kiefer, 411 Thurston Avenue, Ithica, New York.

TELEVISION

Help Wanted

Announcers

Good strong air-salesman. Tv knowledge helpful for top-flight radio-tv operation. Can earn $5,500.00 first year. WHIZ-TV, Zanesville, Ohio. Gladstone 2-5431.

Technical

Transmitter engineer for vhf station in midwest metropolitan city. Very finest equipment. One of nation's top stations. State experience, education, and provide a recent snapshot. Reply Box 656E, B•T.

IDEAL OPPORTUNITY

For top-flight salesmen, who want a salaried position, plus commissions in one of the fastest growing markets in the United States. We need and want only the best. Our need is brought about by the tremendous growth of this city and market. You will find our community offers ideal living conditions, and your only financial limitation will be your ability. This is a chance of a lifetime.

Write, wire or call

Earl Boyles

Exec. V.P. & Gen. Mgr.

WLEX-AM-TV

Lexington, Kentucky

TELEVISION

Help Wanted—(Cont'd)

Technical

Wanted—by south Florida vhf a transmitter engineer. 1 year experience. Write Box 817E, B•T.

First class license tv transmitter operator. Tv experience desirable but not essential. If you like skiing this is an unparalled opportunity. Transmitter at Stowe, Vermont. Station provide head skis. Liberal food allowance plus mileage. Reply Chief Engineer, WCAX-TV, Burlington, Vermont.

Transmitter engineer, vhf, NBC-ABC affiliate. Supply background of experience and/or training with salary required. Chief Engineer, WPTZ (TV), Plattsburg, New York.

Need radio and television vacation relief engineers approximately April through October. Prefer men with first class radio-telephone license. Excellent opportunity to gain studio and field experience in network operations. Reply NBC, Sheraton Park Hotel, Washington, D. C.

Television engineer. Immediate opening for experienced engineer with first phone. Contact H. E. Barg, 1015 N. Sixth Street, Milwaukee, Wisconsin.

Programming-Production, Others

Storer Broadcasting Company, New York National Sales Office, 625 Madison Avenue, requires secretary. Tv traffic experience at station level extremely desirable. Please write or call Plaza 1-3940, Extension 6, for appointment.

Situations Wanted

Managerial

General or national sales manager. Currently employed outstanding tv representative. Extensive Madison Avenue selling experience; Station management background including FCC hearings. Family. Interested moving from N. Y. C. Box 765E, B•T.

Seek major opportunity as righthand to head of metropolitan operation or stations group. Productive, versatile experience in television, radio, newspapering. Accomplishments in reporting, newscasting, editing, programming, promotion, personnel and public relations, sales management in above—100,000 and metropolitan areas. 44 years old, only three jobs past 22 years, each with increased responsibility. At present manage newspaper, printing plant, real estate, and company with tv franchise. Available for interview during NARTB Convention in Chicago, elsewhere before. Box 867E, B•T.

Announcers

Ambitious, willing, determined . . . 7 years radio . . . last 1½ producing, doing Japan's 5th rated show, 50,000 watts . . . year intro to tv . . . seeks experience. Box 831E, B•T.

Technical

Assistant chief engineer is interested in responsible position with progressive organization. Thoroughly familiar with all technical and administrative phases of television engineering department, including operations, maintenance, systems design, budgets, personnel management, etc. Prefer west or midwest. For resume write Box 740E, B•T.

Chief engineer, competent, extensive experience as chief vhf and uhf. Box 853E, B•T.

Programming-Production, Others

Tv-radio-dramatic commercial writer, newspaper reporter, time and space salesman, photographer, wants tv or radio news job in Florida. Box 800E, B•T.

Young man would like a chance to direct, Presently announcer and floorman in a large market. Trained in all phases of tv. Box 815E, B•T.

South or southwest. Producer-director-switcher. Experienced all phases television. Wish to relocate. Complete resume sent upon request. Box 816E, B•T.

Experienced newsman currently employed midwest, seeking better position with opportunity for advancement. Completely familiar with SOF, silent film, and still news photography. Conduct local news program, live and film. Experienced police beat, and in direction and planning on-the-spot newsfilm coverage. Also experienced in sports, including play-by-play. Thirty, married, not a drifter. Can furnish excellent references. Box 818E, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

Film-director-editor. Seven years commercial-television experience. Have set up and operated department. Sharp on buying and scheduling. Top references. Box 821E, B•T.

Television director, short experience, long training, seeking opportunity. Willing work up. Mature family man available immediately. Box 830E, B•T.

Producer-director. 3½ years commercial experienced with major east coast vhf. Present employer reference. Relocation due to staff reduction. Available in two weeks. Box 837E, B•T.

Director, experienced. Can do own switching. Northeastern markets only. For further information write Box 864E, B•T.

Available immediately, practically-trained, top-flight production personnel, all categories. Call Northwest First. Northwest Radio & TV School, 1221 NW 21st, Portland 6, Oregon. Also Hollywood, Chicago, Washington, D. C.

FOR SALE

Stations

For sale: Kilowatt am in northwest college town. Full price $50,000.00, $10,000.00 down, balance terms. Write Box 798E, B•T.

Western kilowatt, college town, black operation, channel permits unlimited, $20,000 down, details to responsible person. Box 805E, B•T.

Station in growing secondary market with Florida's favorable living conditions. $120,000. Part can be financed. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Station within day's drive Washington, D. C. New installation in above average secondary market offered as sales of asset at $65,000 with $25,000 down. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Outstanding vhf and am properties now available. Details available to qualified and identified principals. Ralph Erwin. Broker. Tulsa.

Stations Wanted. Missouri, Kansas, Arkansas, Texas, Louisiana, Oklahoma, Colorado. Ralph Erwin. Licensee Broker. 1443 South Trenton, Tulsa.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

RCA TT-5A high band transmitter, factory converted to air cooling. Box 263E, B•T.

Western Electric 5 Channel audio console, used but good condition, complete with rectifier relay supply, built in monitor, and complete facilities for small am station. For further details and price write to Box 845E, B•T.

1kw fm Western Electric 503-B2 transmitter; Hewlett Packard modulation and frequency monitor; RCA ISO-coupler; 320 feet 1⅝ inch coaxial cable; GE four bay antenna. Equipment now in service. Box 849E, B•T.

For sale: One RCA 70-D turntable complete with cabinet, filter, two arms (RCA microgroove are with cartridge and one-mil stylus and 16-inch ET arm with vertical-lateral universal head). In excellent condition. $250.00 F.O.B. Beatrice; we'll crate it. Also, one Gates CB-11 turntable chassis complete with three speeds, $75.00 F.O.B. Beatrice. We'll crate it. Write to Bud Pentz, KWBE, Beatrice, Nebraska.

For sale—used 1850-A iconoscope tubes. Still have plenty of operating hours left, if you are not too critical. $25.00 each, F.O.B. L. A. Pierce, WBBM-TV, Chicago 11, Illinois.

FOR SALE

Equipment

375 ft. Blaw-Knox self supporting tower. CAA lighting consisting of 2 Code beacons and 8 hazard lights. Also 8-bay W.E. clover-leaf fm antenna. Now standing. Excellent condition. Available immediately. Will consider any reasonable offer as is or dismantled and bundled. WDBJ-FM, P.O. Box 150, Roanoke, Virginia.

Remote control and metering system. Gates M 4657-RCM 14. Like new. Three years old. Complete with tubes and five channels. Manual. Best offer. WEOK, Poughkeepsie, N. Y.

For sale: 600 feet—3⅛ ohm teflon transmission line. 120 feet—3⅛—51.5 ohm steatite transmission line. 4—50 ohm to 51.5 ohm matching transformers. 4—45 degree sweep elbows. All material stored in garage. Contact Harry Hill, WFRV-TV, Green Bay, Wisconsin. Phone HEmlock 7-5411.

For sale: Several Gates CB-11 turntables. This is the famous two-speed Gates turntable, with an adapter for use on 45 rpm. These turntables have been used as "loaner" equipment, but are thoroughly reconditioned. While they last—$75.00 each. Gates Radio Company, Quincy, Illinois.

Phase monitor, Western Electric 2A, near new condition, two tower monitoring. $285.00 F.O.B., Thomas B. Moseley, 6114 Northwood Road, Dallas 25, Texas.

1 Gates BC-1J transmitter been in use sixteen months and 1 new Gates BC-5P transmitter with two 1270 crystals and two 960 crystals never been used just tried. Prefer Collins transmitters. Write or call D. C. Stephens, Prestonburg, Kentucky, Telephone 2716.

WANTED TO BUY

Equipment

Wanted: Fm antenna power gain of 3, prefer RCA BF-12-B, will consider any antenna. Box 391E, B•T.

Pre-1940 16" transcriptions wanted by private collector. Any label. Old transcription libraries also purchased, all or part. Box 730E, B•T.

One remote microwave link. State price, make and condition. Box 819E, B•T.

250 or 1kw am transmitter, monitors, console, etc., 150-70 foot guyed or self-supporting tower. Box 828E, B•T.

Wanted—250 or 1000 watt transmitter for Conelrad operation. Station KDAN, P. O. Box 1058, Eurkea, California. Phone HI 2-0611.

250 watt transmitter, turntables, console, and frequency monitor, Contact Manager, WADE, Wadesboro, North Carolina.

Fm transmitter, 1-3-5-10 kw, associate equipment Edwin Kennedy, WILM, Wilmington, Delaware.

Need good used REL fm receiver, 88-108mc. Advise condition and price. WTYN, Tryon, N. C.

Want late model RCA 73 series disc recorder. Dale Moudy, The Storz Stations, Kilpatrick Building, Omaha 2, Nebraska.

Qualified operation seeking problem station. Low down payment. Assume liablities. Private. Box 8545, Chicago.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk H-B, 1505 N. Western Avenue, Hollywood 27, California.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School. Dept. B, 1627 K Street, N. W., Washington, D .C.

RADIO

Help Wanted

Salesmen

SALES ENGINEERS

Broadcast equipment manufacturer has opening for sales engineers to call on radio stations in following territories.

Middle Atlantic

Upper Southern States

Technical background essential, previous experience desirable. Please send complete resume to

Box 790E, B•T

Announcers

HELP WANTED

Metropolitan network station has DJ opening for good combo-man. Mut be experienced in program requirements as DJ-newscaster with at least third-class license. Age 21-31, reliable, neat with good reputation. Regular 40 hour week full vacation pay plus holiday extras. Excellent working conditions. $100 per week salary guarantee. Big city opportunity for qualified applicant capable of earning top dollar. If you are that person, send complete details, recent photo, audition tape to

Box 712E, B•T

MORNING MAN WANTED

Air salesman, family man with good habits, knowledge of pop music and experience. Civic-minded personality preferred. Rush tape and picture, plus expected starting salary to Ray Starr, Radio Station WJAN, Spartanburg, S. C.

Technical

WANTED: Engineer to construct and become Chief of new 5kw in Sylvia, N. C. Prefer Southerner with announcing experience. Also need Chief Engineer-announcer for WMMH, Marshall, N. C. Send complete resume to James B. Childress, 34 Maxwell Street, Asheville, N. C.

RADIO

Help Wanted—(Cont'd)

Technical

ENGINEER—ILLINOIS

Experienced first phone, airwork not required. Complete responsibility, maintenance, repair, and operation. Contact Bob Douglas, WKAI-Radio, Macomb, Illinois. Phone 1350 or 1573L.

Situations Wanted

Managerial

STATION OWNERS

If your station needs aggressive management in today's highly competitive period, I can be of help.

13 years background includes program and management experience with a proven sales record in multiple radio-tv market.

Presently earning over $15,000 as sales executive.

Prefer market of 350,000 or larger.

Correspondence will be confidential.

Reply Box 838E, B•T

INDUSTRIAL ADVERTISERS

This is the age of specialists. Why trust your fortunes solely to an account man who works for someone else? Engage a versatile broadcaster to scout your stations, analyze your spot/program effectiveness, make "guest" appearances in your behalf, actively represent you as a "company man". Thirteen years radio-TV all capacities; on-camera personality to management positions including public relations and consultation service. Imaginative family man. Will travel. Minimum $10,000.00. Inquiries invited. Box 868E, B•T

Announcers

Top Sports, News, Special Events Man Available

15 years major market radio-TV network experience play-by-play all sports, major league baseball, college and pro football, basketball, hockey, track, tennis and golf. Extensive writing and production background. Top rated radio-TV sports show and network news commentary. Policy change has eliminated current position but present employers will give excellent references. For full info, write Box 865E, B•T

KENTUCKY — TENNESSEE AREA

Metropolitan market radio station grossing in excess of asking price of $105,000. 29% down.

Small to medium market, profitable, $65,000 with half down. Another may be handled with as little as $20,000 cash down.

Single station market, steady history of profits, $80,000 total. Terms.

PAUL H. CHAPMAN COMPANY

84 Peachtree Street, Atlanta, Georgia

ADVERTISING AGENCIES

Help Wanted

Sales

ADVERTISING AGENCY RADIO-TV SALESMAN

Experience in servicing and some selling of accounts essential. Must be good idea man and know Radio-TV thoroughly.

Will direct work of TV copywriter and work with top-notch artist.

Agency presently situated in upstate New York. Salary open. Future limited only by your ability to service accounts effectively, prepare and present proposals for new and increased business.

A good chance to go places in a growing department of a well-established agency.

Write fully, enclosing photo if you have one.

Box 565E, B•T

TELEVISION

Help Wanted

Technical

CHIEF ENGINEER

Enjoy living in the climate capital of the world.

Opening for a qualified Chief at Denver's fastest growing TV Station. RCA equipment. Channel 2.

write or Phone

Ray Gallagher

KTVR

550 Lincoln, Denver, Colorado.

Situations Wanted

Programming-Production, Others

PRODUCER-DIRECTOR

Eight years experience, network and local. Desires VHF station in large market. Prefer southwest. Married, 31 years of age, will be available in two to three weeks. Call Hollywood, NO. 5-4501, or write to 2110 E. Live Oak Drive, Hollywood, California, for more details.

EMPLOYMENT SERVICES

TOP JOBS—TOP PEOPLE

We have, or will find, just the person or job you're looking for.
Contact M. E. Stone, Manager . . . .

NATIONAL RADIO & TELEVISION EMPLOYMENT SERVICE

5th floor, 1627 'K' St. NW.
Washington, D. C.—RE 7-0343

FOR SALE

Stations

FOR SALE

A 5000 watt radio station in one of America's greatest markets today and tomorrow. Station currently under construction. Assets include realty, audio, CP. Principals only, and complete identification requisite. ONLY buyers who submit complete information and who are acting on their own behalf ONLY will be considered. No terms, no adjustments, cash $93,485.00, and only qualified buyers with ability to meet terms need reply. Write

Box 870E, B•T

Equipment

NEW TUBES

Excess inventory must be disposed of before end of fiscal year. Will sacrifice at 50% of cost. 891, 891R, 892R, 3K, 20,000LK, 207, 251A, 849, 889, 889A, 889RA, 5531, 5606, 6019, 6183.

Box 855E, B•T

TRADE TV EQUIPMENT

Want to trade 3 RCA TK-10A studio camera control units complete with housing, master monitors and 2 WP-33A power supplies for 3TK-30A field control units and power supplies. Otis Freeman, WPIX, 220 E. 42nd Street, New York 17, New York.

MU. 2-6500.

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

Continues from page 108

requesting (1) waiver of rule relating to transfer of control, (2) reconsderation of June 13, 1956, order directing that corporation show cause why cp for KAKJ (TV) should not be revoked, and (3) grant without hearing of its application for assignment of cp to **Tower Telecasting Corp.** Action Feb. 20. (Corrected item).

Routine Roundup . . .

BROADCAST ACTIONS

By the Commission

KXGI Fort Madison, Iowa—Granted increase power from 500 w to 1 kw; trans. remote control.

KOMB Cottage Grove, Ore.—Granted specified hours of operation, 6 a.m. to 6 p.m. week days, Sunday, 8 a.m. to noon.

Renewal of License

KQFM (FM) Portland, Ore.; KHON Honolulu, Hawaii.

By the Broadcast Bureau

Actions of March 1

WSEV Sevierville, Tenn.—Granted license to increase power, install new trans. and change ant. system.

Actions of February 28

The following were granted extensions of completion dates as shown: **KLAS-TV Las Vegas, Nev.**, to 4-30; **KFBC-TV Cheyenne, Wyo.**, to 4-1; **KHSL-TV Chico, Calif.**, to 6-15.

Remote Control

WARF Jasper, Ala.; WKZO Kalamazoo, Mich.; KSON San Diego, Calif.; KCNA Tucson, Ariz.; WAKN Aiken, S. C.

Actions of February 27

WJHL-TV Johnson City, Tenn.—Granted mod. of cp to change ERP to vis. 263 kw, aur. 132 kw and make ant. and equipment changes.

WFGA-TV Jacksonville, Fla.—Granted mod. of cp to install new trans. and ant. system and change to ERP vis. 316 kw, aur. 200 kw.

ACTIONS ON MOTIONS

By Commissioner Richard A. Mack

Minnesota Television Public Service Corp., St. Paul, Minn.—Granted petition for extension of time to March 5 to file exceptions to initial decision re am application of The Rochester Bcstg. Co. Action Feb. 25.

Broadcast Bureau—Granted petition for extension of time to March 26 to file exceptions to initial decision re application of **WSLA Selma, Ala.** Action Feb. 28.

By Hearing Examiner Annie Neal Huntting

Lawrenceville Bcstg. Co., Lawrenceville. Ill.—Granted petition for extension of time to March 15 to file proposed findings of fact and conclusions of law in proceeding on its am application and that of Southern Indiana Bcstrs. Inc., Newburgh, Ind. Action Feb. 25.

By Hearing Examiner Herbert Sharfman

WJR Flint, Mich.—On oral request of counsel and with the consent of other parties in ch. 12 proceeding, ordered that further hearing is scheduled for Feb. 28. Action Feb. 25.

The Westport Bcstg. Co., Westport, Conn.—Granted motion for continuance of certain proceedings on its am application and those of **West Shore Bcstg. Co., Beacon, N. Y.**, and **James W. Miller, Milford, Conn.**; date for beginning of evidentiary hearing is continued from April 22 to May 22. Action Feb. 27.

By Commissioner Richard A. Mack

Owensboro Publishing Co., Hatfield, Ind.—Granted petition for extension of time to April 1 to file exceptions to initial decision in ch. 9 proceeding, Hatfield, Ind. Action Feb. 28.

By Commissioner T. A. M. Craven

Cherry & Webb Broadcasting Co.—Granted petition for extension of time to March 15 to file replies to the exceptions and motion for remand in proceeding on application for cp for new tv. Action March 5.

By Chief Hearing Examiner James D. Cunningham

WGMS Washington, D. C.—Denied petition to extent that it seeks intervention in proceeding on am application of **Franklin Broadcasting Co., Philadelphia, Pa.** Action Feb. 28.

Charles W. Dowdy, Tifton, Ga. and **Thomas D. Pickard, Ashburn,** Ga.—Granted Dowdy's petition for dismissal without prejudice of his am application and returned to processing line am application of Pickard. Action March 1.

By Hearing Examiner Basil P. Cooper

Broadcast Bureau—Granted petition for extension of time from March 4 to March 18 to file proposed findings and from April 1 to April 22 for filing of reply findings in ch. 4 proceeding, Cheboygan, Mich. (Midwestern Bstg. Co. and Straits Bcstg. Co.) Action March 1.

By **Hearing Examiner Elizabeth C. Smith**

Clarksburg Publishing Co., Clarksburg, W. Va.—Granted motion for extension of time to April 1 to file proposed findings of fact and conclusions and for filing replies thereto not later than 10 days thereafter re application of **Ohio Valley Bcstg. Corp.** for **WBLK-TV Clarksburg, W. Va.**, and for transfer of control of that corporation from **News Publishing Co., Wheeling, W. Va.**, to **WSTV Inc. Steubenville, Ohio.** Action February 28.

March 4 Applications

ACCEPTED FOR FILING

Modification of Cp

Following seek mod. of cp to extend completion dates as shown: **KLFY-TV Lafayette, La.**, to 9-24-57; **WJIM-TV Lansing, Mich.**, to 8-27-57; **KLAS-TV Las Vegas, Nev.**, to 4-30-57; **KYAT (TV) Yuma, Ariz.**, **KSLM-TV Salem, Ore.**, to 9-27-57.

License to Cover Cp

WHGR Houghton Lake, Mich.—Seeks license to cover cp which authorized increase power and install new trans.

WZYX Cowan, Tenn.—Seeks license to cover cp which authorized new am.

WWWS (FM) Greenville, N. C.—Seeks license to cover cp which authorized new fm.

WAGA-TV Atlanta, Ga.—Seeks license to cover cp which authorized changes in tv.

February 28 Applications

ACCEPTED FOR FILING

Modification of Cp

Following seek mod. of cp to extend completion dates as shown: **WTVY (TV) Dothan, Ala.**, to 7-1-57; **WWL-TV New Orleans, La.**; **KHQA-TV Hannibal, Mo.**, to 9-24-57; **KFBC-TV Cheyenne, Wyo.**, to 4-1-57.

License to Cover Cp

WARK Jasper, Ala.—Seeks license to cover cp which authorized new am.

WSUZ Palatka, Fla.—Seeks license to cover cp which authorized new am.

WRGR Starke, Fla.—Seeks license to cover cp which authorized new am.

WMPL Hancock, Mich.—Seeks license to cover cp which authorized new am.

WTRO Dyersburg, Tenn.—Seeks license to cover cp which authorized new am.

KIRT Mission, Tex.—Seeks license to cover cp which authorized new am.

WMIA Arecibo, P. R.—Seeks license to cover cp which authorized new am.

KRMA-TV Denver, Colo.—Seeks license to cover cp which authorized new non-commercial educational tv.

UPCOMING

March

March 10-11: Texas Assn. of Broadcasters, San Antonio.

March 15: Board of Governors, Canadian Broadcasting Corp., Canadian Senate, Ottawa, Ontario.

March 13-16: Assn. of National Advertisers, spring meeting, The Homestead, Hot Springs, Va.

March 18-21: Annual convention and engineering show, Institute of Radio Engineers, Waldorf-Astoria and New York Coliseum, New York City.

March 20-21: Michigan Assn. of Radio and Television Broadcasters, Hotel Olds, Lansing.

March 20-22: Continental Advertising Agency Network, Rickey's Studio Inn, Palo Alto, Calif.

March 22-23: Alabama Broadcasters Assn. spring meeting, Dinkler-Tutwiler Hotel, Birmingham, Ala.

March 24, 26: Bureau of Broadcast Measurement, Quebec City, Que.

March 25: Canadian Assn. of Radio & Television Broadcasters, Chateau Frontenac Hotel, Quebec City, Que.

March 30: Florida United Press Broadcasters-Telecasters Assn, Langford Hotel, Winter Park, Fla.

April

April 5-6: Oregon State Broadcasters Assn., Eugene.

April 6: United Press Broadcasters of Michigan, Olds Hotel, Lansing.

April 7-11: NARTB annual convention, Conrad Hilton, Chicago.

April 8-11: Premium Adv. Assn. of America annual Premium Buyers' Exposition, Navy Pier and Morrison Hotel, Chicago.

April 22: Connecticut Broadcasters Assn., Hartford, Conn.

April 24-26: Annual Conference, American Public Relations Assn., Warwick Hotel, Philadelphia, Pa.

April 25: United Press Broadcasters of Illinois, Allerton Park, Ill.

April 25-27: Annual meeting of the American Assn. of Advertising Agencies, the Greenbrier, White Sulphur Springs, W. Va.

April 25-27: New Mexico Broadcasters Assn., Deming.

April 25-28: Annual convention, American Women in Radio & Television, Chase Park-Plaza Hotel, St. Louis.

May

May 13-15: Aeronautical and Navigational Electronics national conference, Dayton, Ohio.

May 15-17: Pennsylvania Assn. of Broadcasters, Hotel Bedford Springs, Bedford Springs.

May 20-21: Wisconsin Broadcasters Assn., Hotel Plankinton, Milwaukee.

May 22-23: Kentucky Broadcasters Assn., Hotel Sheraton-Seelbach, Louisville.

June

June 6-7: Virginia Assn. of Broadcasters, Hotel John Marshall, Richmond.

BROADCASTING TELECASTING

THE BUSINESS WEEKLY OF RADIO AND TELEVISION
1735 De Sales Street, N. W., Washington 6, D. C.

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☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook	9.00
☐ 52 weekly issues and TELECASTING Yearbook-Marketbook	9.00
☐ 52 weekly issues and both Yearbook-Marketbooks	11.00

☐ Enclosed ☐ Bill

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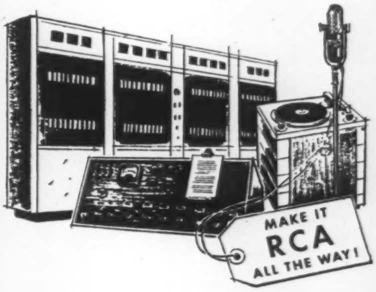

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The Double Whammy

TWO federal commissions (Trade and Communications) are warming up to put the double whammy on broadcasters and broadcast advertisers.

The Federal Trade Commission, with a special $100,000 appropriation, has been monitoring radio and tv. As we predicted it would when it was handed the special fund [B•T, Oct. 29, 1956], the FTC is working hard to find enough alleged offenses to justify the congressional appropriation. There is evidence that the FTC is about to issue complaints.

It is not known whether these complaints will be directed against advertisers or stations or both. But no matter who is charged by the FTC, stations can count on being in trouble with the FCC. That's because the FTC will give the FCC a complete report of stations on which the FTC claims to have found objectionable advertising. The FCC then will "notify" stations of FTC action "in order that such stations may be fully informed in the matters and be in a position to consider taking action consistent with their operation in the public interest."

Translated into English, that statement means that the FCC proposes to scare stations into dumping advertising which the FTC alleges—but has not proved—to be objectionable. This is a bureaucratic application of guilt by association. Indeed it is conviction by association with parties that have not yet been convicted or even tried. The FCC needs only to adopt the ordeal by fire to complete its retrogression to medievalism.

It is the history of the Trade Commission that far more complaints are issued than cases won. The FTC quashes many of its own complaints after hearing. When the FTC does issue cease and desist orders after hearing, the courts not infrequently throw the orders out. The point here is that an FTC complaint is no more a proof of guilt than the poison-pen letter written by one neighborhood housewife of another.

Assume that Advertiser A is charged by the FTC with broadcasting misleading advertising on Station B. Advertiser A may present his defense—and indeed win it—before the FTC and the courts.

Station B, however, is not a party to the FTC proceeding, but the fact that Station B carried the questioned advertising is inserted in the station's record at the FCC.

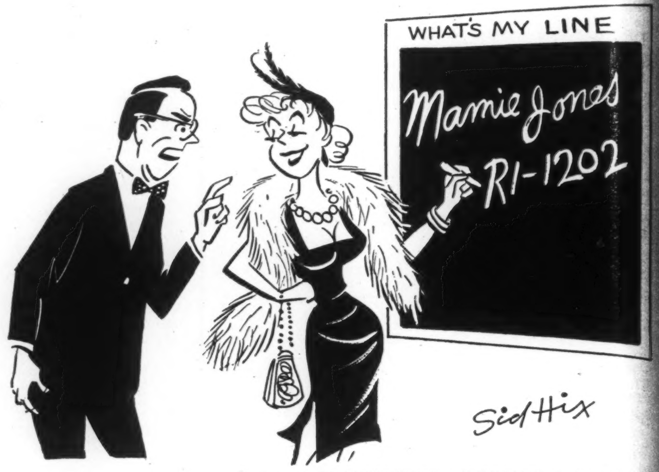
Assume further that Advertiser A eventually wins his case. This is a process that can take years for final adjudication. Meanwhile, the license of Station B comes up for renewal at the FCC.

To judge by the tone of the FCC's public announcement, the station will be pointedly asked what it did about the advertising of Advertiser A. As a practical matter it will make renewal easier for the station if it can righteously announce that it dropped the account immediately upon receiving FCC notification.

But what has it dropped? Advertising which eventually is judged to be perfectly legal.

That kind of regulation is not only unjust. It is dictatorial.

We hope that broadcasters and advertisers, through their appropriate associations, will unite to petition the government for redress against grievances which may yet be suffered but are inevitable if the FCC is allowed to enforce penalties in cases which have not been fully resolved.



Drawn for BROADCASTING • TELECASTING by Sid Hi

"The name alone is enough, Miss Jones."

Television Is Forever

AS THE great debate over television allocations goes on and on, we are appalled by the short-range thinking that seems to animate both sides. Practically no attention is being given to obviously well-contrived plans to preempt the lower end of the vhf band for non-broadcast services, and this when the element of scarcity for tv broadcasting is causing all the furor.

Heretofore, there's been some conversation but practically no concern about the covetous eyes that both government (military) and private industry have cast upon the vhf tv channels. Congress last week got official notice of this danger in the testimony of FCC Chairman George C. McConnaughey who alluded to "demands" for vhf channels 2 through 6. This was followed with a formal statement placed in the Senate Commerce Committee record by Comr. T. A. M. Craven, the FCC's only engineering commissioner, in which he guardedly alluded to these developments.

Everyone, it seems, is fearful of talking about this most important long-range phase of the over-all problem—not today or tomorrow, but perhaps a decade hence. A decade, or a generation, is a short time indeed in the life of a medium as important to the people as television.

The military wants low band space for anticipated development of forward scatter transmission and for aviation communication in this jet era. Industrial users, whose claims obviously are secondary to those of the public who benefits directly through tv broadcasting, are not thinking long-range. They want space now, and their lobbies in Washington are potent. The fact that the preempting of a single vhf channel could totally disrupt existing allocations (there are now 203 stations on chs. 2-6 and 41 on ch. 2 itself) apparently is ignored.

The situation isn't being ignored, however, in FCC inner-circles. Comr. Richard A. Mack, within the last fortnight, proposed in executive meeting that chs. 2 to 6 be vacated forthwith either in the New York-New England area, or east of the Mississippi, or possibly for the country as a whole, and that the 203 stations be earmarked for uhf. This was to make way for safety of life and other non-broadcast services. His motion died for lack of a second.

Anyone in public life who has brushed with tv allocations bleeds for the suffering uhf operator and, publicly at least, professes that uhf at all costs must be encouraged and maintained. Not a single one of the 70 uhf channels should be turned back, they aver. Yet there are proponents, at this stage, for reduced mileage separations, indiscriminate drop-ins and directional antennas on the 12 vhf channels, even with five of them in jeopardy.

It takes no engineering genius to divine that the breakdown of vhf channels now through reduced separations would be as devastating to uhf as if it were atom-bombed. Uhf operators naturally would rush for the new assignments and could properly claim priority over newcomers. Uhf would be forsaken.

Television, free television, cannot survive on 12 vhf channels—or less. Uhf must be upgraded and protected. But those 12 vhf channels must be kept inviolate too, until more is known about coverage and propagation—work now being carried on by private research at the very instance of the FCC through Television Allocations Study Organization (TASO). One of TASO's five cooperating members—Assn. of Maximum Service Telecasters—is currently making a field study of both uhf and vhf coverage for the FCC at a cost of more than $100,000.

This doesn't mean that the FCC should stand still. It should process all existing applications as speedily as possible. It should consider the Craven Plan as a basis for building upon the present structure. It should move ahead with its investigation to re-evaluate the allocation of the spectrum above 25 megacycles—the area in which vhf tv operates.

The Craven plan presumes that existing mileage separations will be maintained and that engineering standards will be adhered to. It should not be otherwise until the engineering facts produced by the TASO studies supplant the theory on which the present allocations are based.

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RED-HOT NEWS

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AND SUNDAYS

WBAL-TV SHOWING FIRST-RUN FILMS IN BALTIMORE ON "20th CENTURY THEATRE"

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"20th Century Theatre" will be televised every Saturday and Sunday night at 11:15 P.M. This series will carry a salvo of advertising and publicity unprecedented in the Baltimore area. Billboards, newspaper ads, on-the-air promotions, signs on vehicles, and schedule cards distributed through Food and Drug Chains are a part of the backing this great film show will receive.

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A film series of such magnitude is sure to produce a big audience. Get on the bandwagon now!

Contact your nearest Petry office or
WBAL-TV, 2610 N. Charles St., Baltimore, Md.

The great day has arrived! The film library of 20th Century-Fox studio has been tapped and epic-making pictures will be shown to viewers in the Baltimore area. These screen classics are still alive in the minds of the public . . . still as fresh and stirring as the day they first burst forth to set new standards in entertainment achievement. Films that reached the hearts of all America such as "Miracle on 34th St.", "Laura", "Lifeboat", "Tobacco Road", "How Green Was My Valley". Unforgettable casts . . . Academy Award Winners . . . Comedies . . . Dramas . . . Mysteries . . . will all be shown on this new series titled "20th Century Theatre". Here is a great opportunity for advertisers to hang their hats on a sure winner, a real audience-catcher.

WBAL-TV

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